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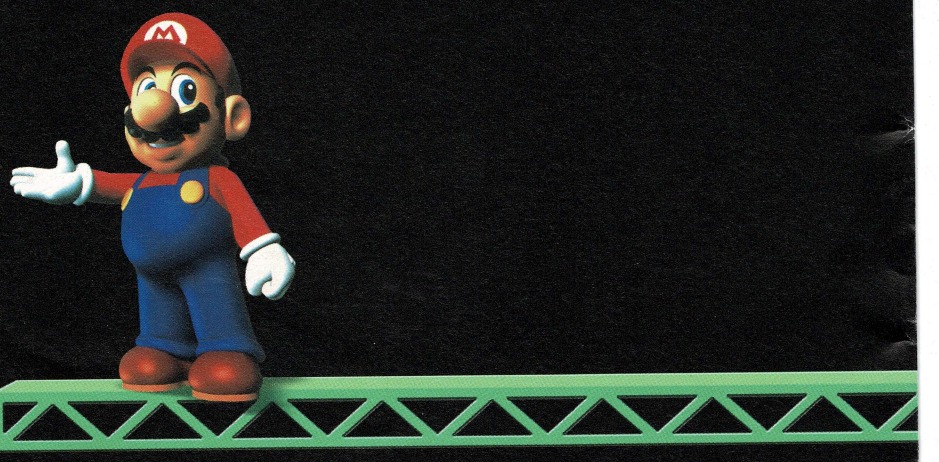

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MCV The Market for Home Computing & Video Games

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David Miller reveals Capcom's plans to conquer Europe

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Craig McNichol's Koch Distribution signs major new deal with Rage

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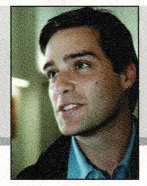

John Rissik outlines EA's gameplan for the summer months

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THE BOYS ARE BACK IN TOWN

Nintendo opens its new UK office today

Pages 18-19

Bilotta moves on

The man who helped save Virgin steps down this month ● New private venture expected soon

by Stuart Dinsey

PETER BILOTTA will step down as global head of Virgin Interactive at the end of next month.

Having helped save the firm by sealing a partnership with Interplay in Europe in 1998, Bilotta has steered the company through its purchase by Titus and re-emergence as a major games publishing force.

He gives up his role as president on March 31st, but will work in an advisory capacity.

Virgin currently has four local territory MDs in Europe. It is thought that they will now report directly to the Titus board in Paris.

Having steered Virgin and Interplay through the acquisition by Titus, Peter Bilotta is to quit his post as president

Bilotta has also held senior roles at Activision, Mirrorsoft, Acclaim and Interplay during a successful 18-year games industry career. He is currently putting the final touches to a private business venture, which MCV believes will be announced shortly.

Keep the faith, insists Eibeler

THE NEXT six months will be tough for everyone, but smart firms will enjoy success in 2001.

That was the view of Take 2 president Paul Eibeler this week, as his firm posted record Q1 figures. Turnover leapt to $131m (against $123m) and profits were up at $7.8m ($4.8m) in the period ending December 31st.

Eibeler warned Wall Street that Q2 and Q3 may fall short of forecasts, but this is set to be more than made up for by a stellar fourth quarter. Take 2's global sales for FY2001 should still pass its target of $500m, due to the growing global base for PS2.

■ Meanwhile, Kelly Sumner has officially been promoted from head of international operations to CEO of the entire company.

Sony spends £1m to accelerate PS2

FORMULA ONE returns this Sunday, and Sony is to mark the new season by spending £1m in support of its officially licensed PS2 and PS1 tie-in.

The arrival of Formula One 2001 on April 27th will also see Sony entering the steering wheel market, with the launch of the Speedster 2.

TV, radio and press ads featuring F1 commentator Murray Walker will look to drive sales of both the games and, particularly, PS2 hardware.

EB buys Barry's assets

£400,000 acquisition bolsters EB's keen online games ambitions

by Ronnie Dungan

ELECTRONICS BOUTIQUE this week further underlined its online ambitions, making the £400,000 swoop for the assets of the troubled online gaming service Barrysworld.

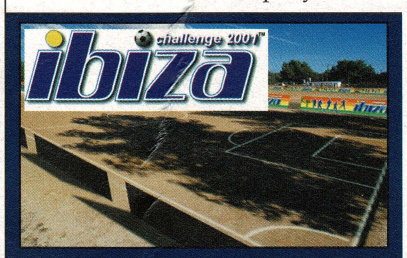
Barrysworld entered into voluntary liquidation last month after failing to secure the further funding it needed to keep its free online gaming service going.

EB will use the assets to operate an online gaming service which will be promoted in-store through its 300 strong retail chain and via its existing websites.

The new service will operate under the EB Media umbrella and will be run by former Barrysworld staff, who have been rehired.

EB's CEO John Steinbrecher said: "Online gaming complements our existing business and we are delighted to be able to bring this additional service to our customers. Up until now customers who purchased products in our stores with online gaming capabilities had to go elsewhere to experience this element of play. EB will now be able to provide an all encompassing experience."

STEINBRECHER: "EB stores will offer online experience"



The games industry has gained its own international five-a-side football tournament, following a tie-up between MCV and The Ibiza Challenge 2001. The event starts on May 21st . Full details on how teams can enter feature on page 24.

Call Nathan Wilson on 0161 228 2217 or email Nathan@lifestyleevents.com

Holiday lifts sales

The school half term holidays saw sales leap by 20 per cent by volume last week, but value remains down compared to last year. Underlining the strength of budget sales, the console budget sector claimed 31.3 per cent of the market, up 36 per cent on the previous week. Full price console sales weren't far behind, however, up 17 per cent to take a 31.2 per cent share.

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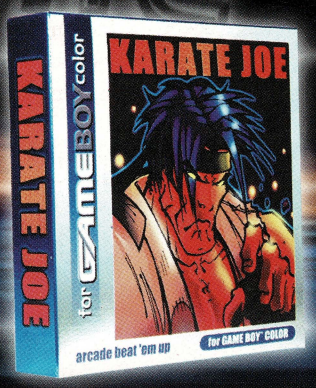

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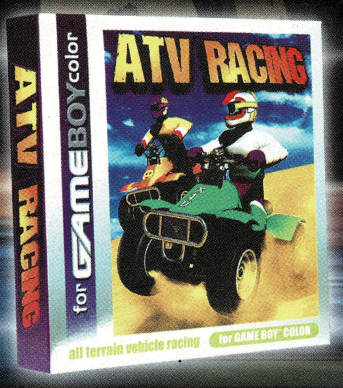
ALL TERRAIN VEHICLE RACING



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Capcom gives PS2 a kick

Street Fighter marks Euro debut ● Onimusha set to be a summer smash ● Staff wanted

by Stuart Dinsey

THIS WEEKEND sees Capcom release its first PS2 title, beginning a mission to become one of the major publishing forces in Europe.

After years of licensing hits to third parties such as Virgin and Eidos, the Japanese giant is now publishing all next-gen products itself, via the fast-growing Capcom Eurosoft operation in London.

Around five PS2 games are expected before Christmas, starting with the arrival tomorrow (Friday March 2nd) of Street Fighter EX3. Releases for Xbox and GameCube will follow next year.

Whilst Street Fighter EX3 is likely to be only a modest success, Capcom's second PS2 release, the action adventure Onimusha, is already one of the most anticipated arrivals for the format. It has sold over a million units in Japan already, and is due to give UK retail a huge boost.

MILLER: Having a crack at Europe

"We're one of the last big companies to have a crack at Europe, and it's nice to have products as huge as Onimusha to help us make our mark," said marketing director David Miller.

Onimusha will boast heavy marketing support, including TV.

Capcom has another surefire blockbuster, Devil May Cry, coming for Christmas. It is the latest game from Resident Evil creator Shinji Mikami and looks set to be one of the stars at the E3 trade show in May.

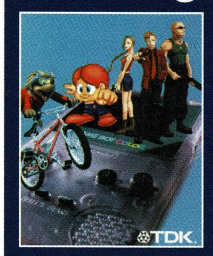
"Even with only a handful of PS2 releases this year, the quality of them means we expect to be in Europe's Top 10 by revenue fairly quickly," added Miller.

Capcom Eurosoft is in the process of hiring staff at the moment, with vacancies in sales administration, product management, PR and marketing.

The firm also expects to move into new, larger London offices around Easter.

● *Capcom Eurosoft: 0207 925 2565*

TDK targets Boy



HAVING entered the PlayStation market, TDK is now set to make its debut in the Game Boy Colour sector, with three titles scheduled.

The move is part of TDK's continuing strategy to develop and publish across all formats. The three titles - Extreme Sports, Elevator Action and Rainbow Islands - will be the first non-PC titles to be released in the firm's 2001 line up.

The packaging for the titles will feature a unique gatefold, which will allow gamers to glean more information and a sneak preview of the story. Each title also offers multilingual capabilities in English, German, French, Italian and Spanish.

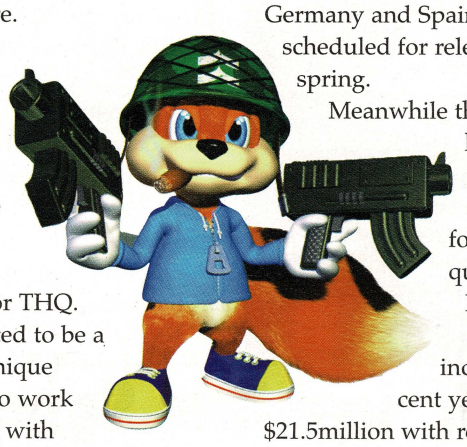
"We believe that our Game Boy Colour debut will be welcomed by retail and consumers alike as we bring cult arcade classic to life," commented Heiko tom Felde, director of TDK Mediactive.

● *TDK: 00342 5050 1300*

THQ ties with Nintendo

THQ has signed a flurry of new deals, bolstering its catalogue for Nintendo formats - including snapping up Conker's Bad Fur Day from Rare.

Described by many critics to be the best title yet to come from the Rare studio, the platformer is major coup for THQ.



"We're excited to be a part of this unique opportunity to work in association with Rare to launch Conker's Bad Fur Day in Europe," said president Brian Farrell.

THQ has also signed a major deal with Electronic Arts which will see the EA Stars Series brand come to Game Boy Colour.

The football title will be fully localised across UK, France, Germany and Spain territories and scheduled for release in the spring.

Meanwhile the publisher has announced an impressive set of results for the fourth quarter.

Profits ended December 31st increased 45 per cent year on year to $21.5million with revenues up 50 per cent from $127.6m from the year before to $190m. Full year figures showed profits of $26.7m with turnover at $346.9m.

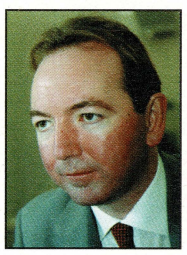
● *THQ: 01483 767656*

Rage signs up with Koch

KOCH DISTRIBUTION has signed a two-territory deal with Rage Software to distribute its forthcoming PC titles.

The alliance is based on a four title exclusive deal in Germany and an open distribution model in the UK. Titles covered are Hostile Waters, Offroad, eRacer and Eurofighter: Typhoon.

"As a distributor, we are constantly looking to broaden our product portfolio and are therefore delighted with our agreement with Rage," said Koch's MD Craig McNicol (*left*). 'Their products are first class and we know that the titles will easily sell through in the normal and non-traditional sectors."



Phil Wright, Rage's sales director added: "Working with Koch is a strategic decision that will give us the extra penetration into the marketplace we require."

● *Koch Distribution: 01256 707767*

More Sega lay-offs expected globally

SEGA has followed its recent layoffs in Europe and the US with the news that some 300 jobs are to be axed in its home territory over the next two weeks.

The firm is using voluntary retirement to shave its headcount by 11.5 per cent overall at its Japanese HQ. The reductions are believed to save Sega $16.4 million per year, but will cost $11.2 m in allowances.

Sega will now focus on being a content-only business (MCV 19/1).

THISWEEK

Pre-Orders

Week ending March 2nd

MCV provides a new weekly listing of the top games titles being pre-ordered via online retailer Software First....

SOFTWAREFIRST

PC

Simon The Sorceror 3D

2. Grim Fandango
3. Curse of Monkey Isd.
4. GP3 Season '99
5. Settlers 4

PlayStation 2

Gran Turismo 3

2. Wipeout Fusion
3. Armored Core 2
4. Metal Gear Solid 2
5. Unreal Tournament

Game Boy Colour

Pokemon Silver

2. Pokemon Gold
3. Harvest Moon 2
4. Scooby Doo
5. Prima Pokemon Guide

Playstation

Digimon World

2. LMA Manager 2001
3. Martian Gothic
4. Inspector Gadget
5. ISS Pro Evolution 2

The charts are compiled based on firm customer pre-orders. Where back-catalogue titles are listed, this signifies a product is due to be re-released. For further information call Software First on 01268 531222.

Share Prices

Durlacher
RESEARCHING THE FUTURE INVESTING TODAY

US	Price 23/2/2001 $	One week % change %
3Dfx	0.219	-12.40%
3DO	1.844	-13.22%
Acclaim	1.063	-19.04%
Activision	22.5	1.12%
Brilliant Digital	1	-13.04%
Creative Technology	11.75	-11.32%
eGames	0.188	-24.80%
Eidos	3.875	-3.13%
Electronic Arts	53.063	8.85%
Electronics Boutique	19.188	10.43%
Hasbro	12.68	0.63%
HearMe.com	1.063	-26.08%
Infogrammes	6.688	-13.70%
Intel	29.938	-12.91%
Intergraph	7.875	2.43%
Interplay	1.563	-13.79%
Mattel	16.81	-0.53%
Microsoft	56.75	-0.98%
Midway	7.49	1.22%
Recoton	10.75	1.77%
Silicon Graphics	4.6	0.00%
SonicBlue	6.719	-6.52%
Take-Two	11.625	-2.11%
THQ	30.063	0.42%
Toys R Us	24.41	-3.56%
Walt Disney	30.3	-5.34%

UK	£	%
Argonaut Games	0.6	-2.44%
Electronics Boutique	0.63	-8.03%
Eidos	2.81	8.49%
Empire Interactive	0.585	1.74%
Future Net	1.025	11.41%
Gameplay.com	0.575	-4.17%
Online	1.175	-19.24%
Pure Entertainment	0.183	-8.50%
Rage	0.09	0.00%
SCi	0.905	-12.56%

France	Euro	%
Bigben Interactive	32	2.07%
Cryo	8.5	-36.57%
Infogrames	17.5	-7.89%
Kalisto	8.73	-32.79%
Titus	12.5	-2.72%
Ubi Soft	36.9	-8.75%

www.durlacher.com

Comment

EB drives online

THE CONCEPT of online gaming in the UK has received its biggest boost to date. And ironically, it's all thanks to the efforts of an old-fashioned box-shifter.

Forget the massively multiplayer elements of EA's Ultima Online or the ease of use afforded by Dreamarena's portal. Electronics Boutique's acquisition of the assets of Barrysworld has potentially elevated online gaming to a new level here.

Barrysworld was one of the most respected gaming sites in Europe, with a strong following of hardcore gamers. However, as our analysis of Net gaming this week suggests (*see page 22*), actually making money from the venture proved tough for the company as it traded as a standalone outfit - and it entered into voluntary liquidation last month.

Combining the technology and consumer following of Barrysworld with Electronics Boutique's commercial environment - both its High Street and ecommerce operations - throws up an entirely different proposition.

As John Steinbrecher pointed out to MCV, the toughest challenge facing any pure dotcom venture is that of driving traffic to its site. Barrysworld boasted a strong customer base, attracting around 1.7m page views a month and 20,000 unique individuals a day. But it simply wasn't enough to attract the sort of advertising revenue needed to offset the huge amount of marketing cash the company needed to spend to lure gamers to its site.

Now under EB's wing, Barrysworld doesn't face such challenges. The EB Group has over a million customers visiting its 300+ stores each week - providing the firm with an ideal vehicle with which to promote the games site. In addition, over 2.5 million consumers are now loyalty card holders, which means that EB can directly target these gamers with information about Barrysworld in particular and online gaming in general.

Of course, this latest move by Electronics Boutique is also interesting given the situation that has faced its arch-rival Gameplay.

The retailer's clicks and mortar approach has been almost exactly opposite that of Gameplay. Whilst Electronics Boutique initially concentrated on the High Street, subsequently adding ecommerce elements and, this week, an online gaming arm, Gameplay's roots lie in the Wireplay games service, with the company quickly establishing an online games store. Its last strategic move, of course, was onto the High Street via the ill-fated @Jakarta chain which was closed last month.

Gameplay diversified quickly but, perhaps, needs to find some focus right now. EB had focus all along and, however much use it makes of those Barrysworld assets, you can bet that it will remain.

John Steinbrecher will make sure of it.

Lisa Foster
Lisa.Foster@mcvuk.com

Konami budgets for hits

Seven back-catalogue titles due on PlayStation this month ● New PS2 trio set to give retail a lift

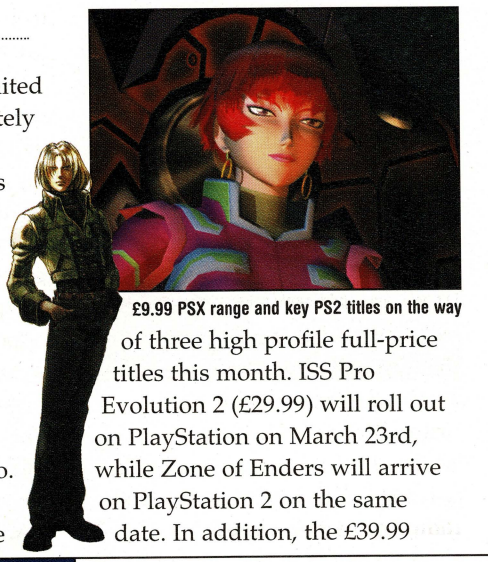
by Samantha Loveday

ALTHOUGH the eagerly awaited Metal Gear Solid 2 will definitely not arrive until Q1 next year, Konami has plenty to focus its attention on - including a new budget range.

Seven PlayStation titles will be republished at £9.99.

They include Ronin Blade, Diver's Dream, International Track & Field, Bishi Bashi Special, Fisherman's Bait, Kensei Sacred Fist and ISS Pro.

In addition, the firm is also looking forward to the release of three high profile full-price titles this month. ISS Pro Evolution 2 (£29.99) will roll out on PlayStation on March 23rd, while Zone of Enders will arrive on PlayStation 2 on the same date. In addition, the £39.99 priced title will be packaged with a playable demo of MGS2 on a separate disc.



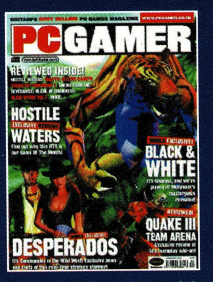
£9.99 PSX range and key PS2 titles on the way

Meanwhile, March 30th will see the release of Shadow of Memories (£39.99) on PlayStation 2. Marketing for the title, which has already impressed the specialist press, will include joint promotions with film The Gift and a month long postcard campaign in 150 Odeon sites nationwide.

"Konami is one of the few European publishers with a really strong end of year line up," said Konami president Kunio Neo.

● *Konami: 0208 582 5573*

Netgames powers up



GAMING Internet service provider Netgames UK is to provide five new dedicated public games servers to Future Publishing's PC Gamer.

The deal will run for an initial period of three months, with the servers going live tomorrow (Friday March 2nd).

Netgames will provide new servers for readers of PC Gamer to hone their online gaming skills on titles such as Counter Strike 1.0 and Unreal Tournament, as well as a number of new games and add-ons. Full details are at www.pcgamer.co.uk.

"We really appreciate the opportunity to work with a magazine as successful as PC Gamer," offered Netgames UK MD Andy Jones. "This partnership will also strengthen NGUK's position as the finest online gaming service in the UK, for both casual and online gamers."

● *NGUK: 08700 119 010*

EA powers in for spring

THE NEXT FIVE weeks will see Electronic Arts look to raise the temperature at retail by releasing a dozen new titles.

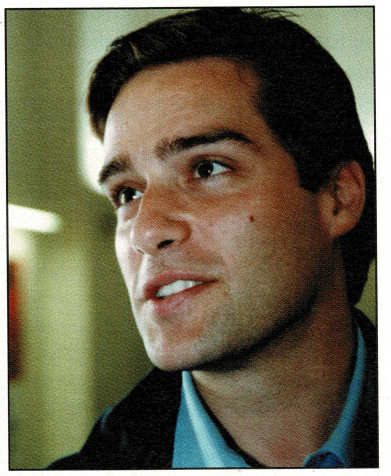
The firm's PlayStation 2 hope Knockout Kings is finally released on March 9th, backed by a huge press campaign.

Clive Barker's Undying for PC launches on March 16th, whilst EA's first Simpsons game on PSOne appears on March 23rd.

Quake III Arena for PlayStation 2 arrives on April 6th, along with surefire PC hits Sims House Party and Lionhead's Black and White.

"Whilst this has generally been a quiet quarter for the market, we have a number of key titles due within the next month," said EA's UK marketing manager Jon Rissik.

"We are entering a very active period and will be backing each of these strong new releases with extensive PR activity and adding above the line support where appropriate."



RISSIK: Strong marketing support for top titles

● *EA: 01932 450000*

Jaguar deal lifts Spectrum

FAST-GROWING peripherals supplier Spectrum has inked an exclusive two-year deal with Jaguar Racing.

Both parties will be working on steering wheels, controllers and memory cards. Development of the steering wheel, which has been influenced by the look of the Jaguar racing car wheel used by Eddie Irvine, is already at an advanced stage.

The products are set to hit retail, complete with carefully branded packaging, in July.

"I felt we needed something unique to take us to the next stage of our development," commented Spectrum MD Neil Meredith.

"You can either do that with a product or a brand and with this new Jaguar Racing relationship we have both."

● *Spectrum: 01925 766 330*

Rally hit returns on PC at £9.99

FOCUS MULTIMEDIA is extending its catalogue of games titles, with the addition of Mobil 1 British Rally Championship.

The release of the title this month has been timed to coincide with the first stage event of the British Rally Championship 2001, which is to be held in March. Focus is hoping to capitalise on television coverage of the event, which will be screened on Channel 4 and is estimated to reach over 2.1 million viewers.

In addition, Focus will roll out the title, which was initially published by Actualize, at the value price of £9.99.

Features of the title include 36 stages of the British Rally Championship, 420 miles of road and full weather effects.

● *Focus Multimedia: 01889 570 156*

Gear for gamers

CHAMPIONSHIP Manager developer Sports Interactive has taken the unusual step of launching an online shop offering its own branded merchandise.

The site, which can be found at www.sigames.com, is apparently attracting a lot of interest from Sports Interactive's existing fan base. Sales of such items as branded calendars and footballs are already higher than expected.

The firm is planning to extend the range to include football kits, mouse mats and sports bags.

"We polled our customers to see if selling merchandise would be a viable proposition. The response was an overwhelming yes," said joint MD Paul Collyer.

● *Sports Interactive: 0207 704 0091*

TLC targets $120m in Europe

Newly revitalised following its acqusition, The Learning Company sets out publishing plan for 2001

by Stuart Dinsey

AS ITS giant arch-rival Havas Interactive sets about reinventing itself as Vivendi Universal Publishing, The Learning Company is informing the trade that it is very much back in business.

Several months after the sale of Mattel Interactive to Gores Technology and a subsequent return to the TLC name, the company has halved its staff and sold off Mattel-owned brands such as Barbie and Fisher Price, but remains one of the three biggest PC publishers in the world.

TLC is particularly strong in Europe and always was, even under Mattel ownership. With the

TLC will ramp up its game content, Myst III headlines

corporate changes now complete, the firm will concentrate again on its non-games brands such as Reader Rabbit and Broderbund, whilst also further increasing the reach of its Softkey value line and ramping up its game output.

DVD-style Softkey titles will hit UK retail at the end of this month and the firm is currently looking to sign more third party titles for the range.

The Game Studios arm will also roll out surefire blockbuster Myst III on May 7th, followed by Xbox versions once Microsoft launches its new console. Two PlayStation 2 titles are also planned this year.

"We will be a $400 million company this year, with around 30 per cent of that ($120m) business coming in Europe.

"We have the content, strength and organisation to continue being a force and look forward to the challenge ahead this year," TLC's head of international marketing Loick Tanguy revealed to MCV.

● *The Learning Company: 01293 651300*

Anco kicks off

ANCO'S online football management game has finally gone live with major marketing support from the popular football website Teamtalk.com.

PlayAsManager.com enables soccer fans to take charge of any of the Premiership and Nationwide League teams. It is possible to buy and sell players online, visit forums and view games that have been played in full 3D. Anco and TeamTalk.com have teamed up until April, enabling visitors to the TeamTalk portal to link directly to the PlayAsManager game. With TeamTalk receiving over 1.5m hits per month, Anco's title has potential exposure to a massive audience.

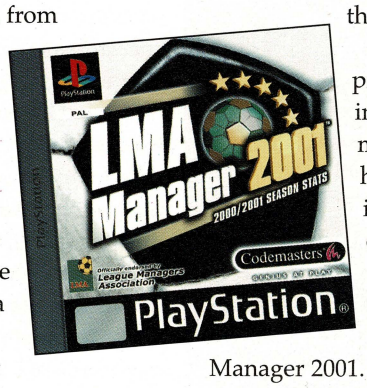
● *Anco: 01322 292513*

Coders protect from pirates

CODEMASTERS' forthcoming LMA Manager 2001 will benefit from a unique anti-piracy system that makes the game gradually degrade if it is run from an illegally copied CD.

The firm has placed a piece of encrypted code within the software that can identify if the game is being run from a pirated CD. If the code is triggered it automatically instigates a number of subtle changes that adversely affect gameplay.

Over a period of time, elements of the game will start to go wrong, such as the player's chosen football team deteriorating in performance. The changes eventually become so serious that the game is rendered little more than a demo.



"There is a huge problem with piracy in the PlayStation market and it is having a serious impact on developers and publishers," said Simon Prytherch, producer of LMA Manager 2001. "Even if a pirate cracks this system and makes illegal copies, the people who may use pirate CDs won't trust it to run properly and hopefully buy the full copy of the game at retail."

● *Codemasters: 01926 814 132*

First WAP deal for online store

ONLINE and mail order software retailer SoftwareFirst has teamed up with Digital Rum to sell cut-price games and DVDs to users of the Virgin Mobile network.

The Virgin Shopping Assistant is available to WAP users and enables the search for products, price comparisons and purchasing of items 24 hours a day. Digital Rum has provided SoftwareFirst with the technology to offer its full catalogue.

"Seventy per cent of our business now comes from online orders so we are continually looking for ways to target new groups of Internet users," said MD William Flatau.

● *Software First: 01268 531222*

Panlok signs CodeLok to DCA firm

PROVIDER of optical disc signal processing DCA has penned a deal with Panlok to integrate the CodeLok system into its mastering and verification systems for optical discs.

The CodeLok system prevents the illegal copying and distribution of digital product and DCA will be able to offer its clients the opportunity to incorporate the technology into their CD and DVD products.

"DCA is the world leader in encoder software and our affiliation with them can only reassure our customers of our commitment to servicing their demands," said Stephen McEwen, director at PanLok.

● *Panlok: 01543 480347*

Joy adds Digimon

JOYTECH is to launch a new range of Digimon branded peripherals for the PlayStation and Game Boy this month.

Joytech has added the products to its portfolio of PS2, PSOne, Game Boy, Dreamcast and PC peripherals. The Digimon range will consist of Rookies and Bitmap digital controllers (£6.99), four 1Mb memory cards (£5.99), a console sticker set (£4.99), a Game Boy hard carry case (£9.99), a Game Boy Action Pack (£12.99) and a Game Boy link cable (£5.99).

● *Joytech: 01525 244 200*

Newswires

Rockets go Jalda

UK electronic software distribution specialist Small Rockets has shown its support of the Jalda electronic payment method by integrating it into its current catalogue of ten software titles.

Small Rockets: *07000 726224*

Text 100 takes Millionaire

Developer of the WAP version of Who Wants to be a Millionaire Codeonline has appointed PR firm Text 100 to handle the UK and European launch of the handheld game.

Text 100: *0208 996 4166*

Edwards is Smartdog

Software developer Smartdog has signed up Eurosport commentator Ben Edwards to supply the in-game commentary for their yet to be named PlayStation 2 racing game.

Smartdog: *01926 335400*

Sega ready to sue

Sega of America is apparently suing US retail giant Kmart for failing to pay for over $2 million (£1.4 million) worth of Dreamcast products.

Sega: *0208 995 3399*

Mirra Max remix

Acclaim is to release an 'enhanced' version of its Dave Mirra Freestyle BMX for the PSOne format. Dave Mirra Freestyle BMX: Maximum Remix is pencilled for a June 8th release.

Acclaim: *0207 344 5000*

Take 2 for take off

Freeloader.com has bolstered its portfolio of free titles by adding Take 2 Interactive's popular management simulation Airport Inc.

Freeloader: *0207 663 3907*

Matt gets Hot on GBC

HotGen Studios has completed a version of Activision's PlayStation racer Matt Hoffman Pro BMX for Game Boy Colour.

Activision: *01753 756100*

Evil duo join Sold Out

Sold Out has bolstered its budget line-up, with Resident Evil arriving on the £4.99 label and Resident Evil 2 making its budget debut under the £9.99 Sold Out Extreme label next month.

Sold Out: *0207 928 3993*

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Newswires

Fluid expands

Birmingham-based design agency Fluid is looking at expansion. The firm is

currently negotiating new premises in London. In addition, Ubi Soft has commissioned Fluid to work on a number of designs, the first being its F1 Racing Championship title.

Fluid: *0121 693 6913*

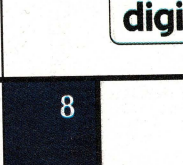
Adi returns again

Knowledge Adventure is set to roll out the latest title in its popular Adi range on March 23rd. Adi's Complete Learning Pack is aimed at children aged between seven and 11. It will be priced at £19.99 and features over 2,000 questions which cover the entire school year.

Havas: *0118 920 9100*

Wide gets bigger

Wide Games is continuing its expansion, opening a second office to



accommodate its new interactive audio studio, Wide Sounds. Headed up by Ciaran Walsh, Wide Sounds is a dedicated provider of interactive audio for games, websites and other interactive media products.

Wide Games: *www.widesounds.com.*

Trecision celebrates

Italian developer Trecision is this year celebrating 10 years in the industry and is marking this with a new stage of growth and expansion. In addition, Trecision will shortly be announcing a deal with an international publisher for the development of a major sports game.

Trecision: *0039 0185 232 022*

ITE adds GBC

Children's software firm ITE Media is to add Game Boy Colour to its roster, having just become an official developer for the format. The firm is now lining up two Game Boy Colour titles for release this year. Hugo Diamond Fever will be the first GBC title from the firm. PSOne and PC CD-ROM versions will also be available when it launches during the summer. In addition, Hugo Scylla's Evil Mirror is being lined up for release during the Christmas period.

ITE: *+45 70210 200*

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digimask

Intel looks to expand the PC

Chip giant is lining up a broad range of PC add-ons, including Internet devices and games pads

by Lisa Foster

INTEL is to enter the gaming peripherals market, with a number of PC add-ons lined up as part of the chip giant's new strategy to 'extend the PC'.

The company has long stated its ambition to expand the functionality of the PC, claiming that it is "looking forward to the day when perhaps the PC will manage the whole household, from washing machines to room temperatures". In the meantime, however, a range of add-ons are in the pipeline, including digital cameras, MP3 players, PDAs, wireless game pads and a revolutionary new wireless Internet device.

ROESSLER: "Consumers want more from their PCs"

The WebTablet is expected to launch in the US this autumn, although no announcement has yet been made regarding either a European roll-out or retail price.

The device is aimed very much at the home user. A wireless product, it shares the Net and printer connection with the home PC.

"The PC market is still continuing to grow, with 140-150 million new PCs being sold each year. And these are being sold to consumers," Intel's Alex Roessler told MCV. "These consumers are looking for additional functions from their PCs."

● *Intel: +49 89 99143 244*

Scot body recruits

INTERACTIVE TAYSIDE, the organisation set up by Scottish Enterprise Tayside to offer help to firms working with interactive digital media content in the area, is looking to further extend its reach.

Currently supporting over 200 companies, Tayside is home to 10 per cent of the UK games industry. It supports companies in businesses such as communications technologies, software development, graphic design, publishing, music and new media, as well as computer games and electronic entertainment.

Companies that are involved with the organisation include VIS, Rage Software, Visual Sciences, plus the Universities of Abertay and Dundee. Interactive Tayside also states that 60 per cent of the firms involved plan to increase staff within the next 12 months and 68 per cent plan to attack overseas markets within the next three years.

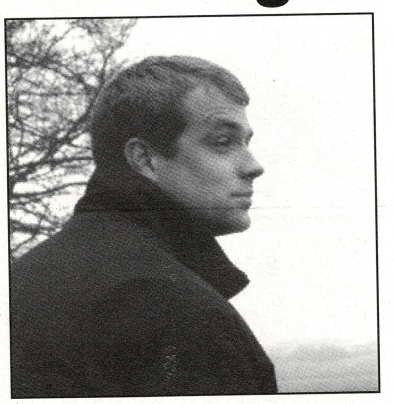
● *Interactive Tayside: 01382 223100*

Nice new firm emerges

DESPITE the current period of consolidation in the industry, start-up companies are still trying to push into the market, with the latest being a firm that specialises in networked gaming for the PC.

Nicely Crafted Entertainment was formed to take networked entertainment into the 21st century, according to managing director Toby Simpson.

"Recent developments in global networking have allowed us to create astonishingly detailed environments, and open these environments to potentially millions of people worldwide," he explained to MCV. "Over the next decade, it is going to be possible to create computer worlds that are indistinguishable from their reality counterparts - and we plan on being one of the first companies to bring them to the consumer."

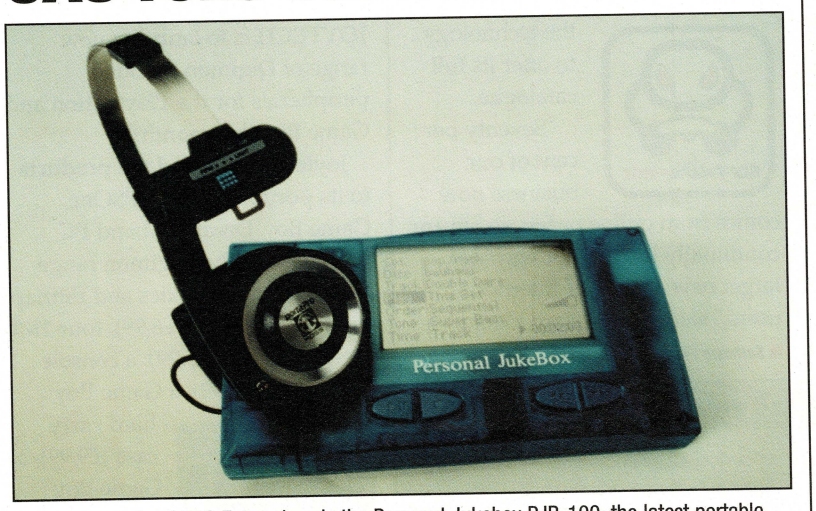


SIMPSON: Established networked games specialist

Ben Simpson, creative director for the operation, added: "Our first major product, due in quarter one 2002, will merely scratch the surface of what's coming in 2003 and beyond."

● *Nicely Crafted: 01223 478780*

UAS rolls out new Jukebox



Available now from UAS Enterprises is the Personal Jukebox PJB-100, the latest portable MP3 player to hit UK shores. The size of a small personal digital assistant, the Jukebox has the ability to store up to 320 hours of CD quality music at one time on its 20Gb hard drive. Some 5,000 CD tracks can be stored, with transfer time for a four minute song taking approximately 15 seconds, while a whole CD can be transferred in 10 minutes. The Jukebox is available in black, translucent blue or titanium and is priced at £749. ● *UAS: 01483 277711*

Pace readies DC

PACE is looking to licence the Dreamcast set-top box technology to digital TV providers.

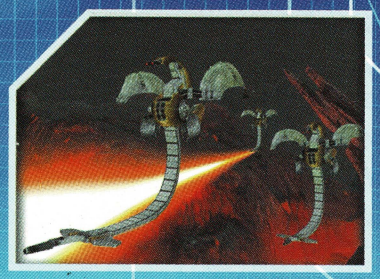
The firm, which demonstrated the new box last week, is now targeting such companies as OnDigital, BSkyB and NTL. The technology will provide digital TV customers with such services as on demand access to Dreamcast games, digital sound, full motion video, and pay per play games. Multiplayer gaming on a large scale should also be possible.

● *Pace: 01274 532000*

"Starfighter could be the catalyst for an original Star Wars *PS2 universe with the same values as its PC equivalent"*
- PS2

"You see it's all about games like this making you forget where you are as you play, and if ever there is a title that embodied Sony's concept of the Third Place this is it!"
- PSM2

"It promises to be the best Star Wars *game yet - PS2 owners start saving now!"*
- Gamesmaster



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PlayStation®2

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FINAL OUTRAGE

Talk of an industrywide retail boycott was, of course, naive nonsense. Square Europe's Final Fantasy IX was duly stocked by everyone, became the biggest PlayStation hit of the year so far and even held its premium price of £39.99. Everyone was happy. For a week. Then Dixons messed things up bigtime. So says GRAEME STRUTHERS...

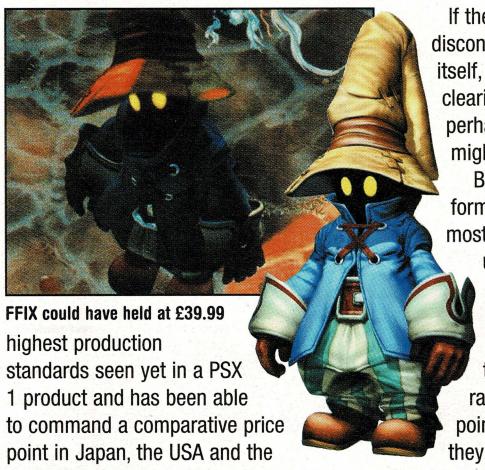
FINAL FANTASY IX has been on sale for just a fortnight. The second weekend saw its retail price cut from £39.99 to £28.99 by Dixons Stores Group. This, despite the fact the game had achieved great success in the UK market in its first week of sales.

According to ChartTrack, FF9 delivered nearly £1 million of retail sales in two days. Dixons' cut was also despite the fact that an on-going TV campaign is in place, an on-going outdoor campaign is running and further print advertising is scheduled.

And it was despite the fact that every effort has been made to carefully explain the price.

Indeed, all game reviews have highlighted the RRP of £39.99 and maintained that FF9 represents great value for money.

No doubt some people will criticise the publisher for setting such a price – even though FF9 is a four-disc product, has the highest production standards seen yet in a PSX 1 product and has been able to command a comparative price point in Japan, the USA and the rest of Europe. It has also enjoyed considerable sales success everywhere.



FFIX could have held at £39.99

So what type of meeting took place within Dixons to arrive at the decision to cut Final Fantasy IX's price?

What great marketing brains spent time debating this half-term offer and how long did it take them to decide? I imagine the To Do List went something like this:

1. Order some more PlayStation 2s.
2. Slash price on FF9.
3. Find someone else to blame.

If the PlayStation was a dying format, discontinued and abandoned by Sony itself, and if publishers were simply clearing their warehouses of stock, then perhaps Dixons' predatory attitude might make sense.

But Sony is committed to the format, publishers are still active and, most importantly, consumers are still using their PlayStations.

It's not all bad news, independent retailers and Electronics Boutique are serving the consumer well, offering a wide range of products across all price points and formats. It's interesting that they seem to prefer the principle of adding value - but then they specialise in our market and have every need to create such an environment. It's their core business.

Maybe some retailers have no real relationship with the video games software consumer and are backed into a corner, with price now their only true mechanic for triggering volume.

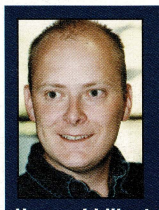
Final Fantasy IX is a superbly crafted piece of software, developed with incredible passion and attention to detail.

Square Europe has backed this up with a sustained advertising campaign and comprehensive PR coverage, the games press has been unanimous in their praise, Infogrames ensured that the impressive distribution was achieved with seamless ease and Centresoft's Team PlayStation has done a quite fantastic job of getting behind the product at grass roots level.

A lot of people have worked long hours to bring Final Fantasy to the market in a constructive, imaginative way.

Me? I'm just doing my To Do List:

1. Buy gun.
2. Shoot myself in the foot.
3. Blame someone else for the pain.



Graeme Struthers is managing director of PR and marketing agency Indigo Pearl, which has been working on Final Fantasy IX. He would like to stress that his views do not in any away represent those of the game's publisher Square Europe or distributor Infogrames. Indigo Pearl: 0208 962 1550.

Console Format Splits

ChartTrack - Week ending February 17th

ChartTrack

MCV offers a snapshot of ChartTrack's latest research of the UK games market....

Full Price Software - By Units

PlayStation	49.1%
PlayStation 2	22.2%
Game Boy Colour	15.1%
Dreamcast	7.2%
Nintendo 64	3.3%
Game Boy	3.1%

Budget Software - By Units

PlayStation	88.3%
Dreamcast	5.8%
Nintendo 64	3.5%
Game Boy Colour	2.0%
Game Boy	0.3%

Full Price Software - By Value

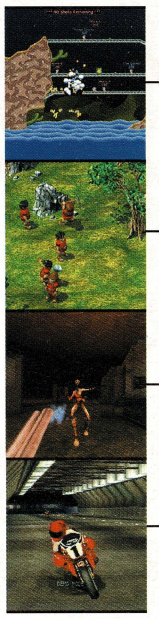
PlayStation	46.8%
PlayStation 2	28.6%
Game Boy Colour	11.2%
Dreamcast	7.3%
Nintendo 64	3.6%
Game Boy	2.3%

Budget Software - By Value

PlayStation	88.5%
Dreamcast	6.3%
Nintendo 64	2.8%
Game Boy Colour	2.1%
Game Boy	0.3%

Consumer Watch is the weekly analysis of consumer buying intentions exclusive to **MCV**. In association with Games Domain, we ask the public which software releases they intend to purchase over the next month.

Q Which two current or future software releases are you intending to purchase over the next month?



	Title	1st Choice	2nd Choice	Total Score
1.	Worms World Party	47	37	131
2.	Duke Nukem Land of Babes	40	41	121
3.	Sim City 3000 Classic	40	38	118
4.	Oni 37	31	105	
5.	C&C: Red Alert Classic	38	28	104
6.	Half-Life	35	33	103
7.	NBA Live 2001	30	28	88
8.	The Settlers IV	35	18	88
9.	Need for Speed IV Classic	23	26	72
10.	Rainbow 6 Eagle Watch	25	20	70
11.	Knockout Kings 2001	25	20	70
12.	F1 World Grand Prix 2000	22	25	69
13.	Phantasy Star Online	23	12	58
14.	Dragon Tales: Dragon Seek	14	30	58
15.	Clive Barker's Undying	21	14	56
16.	LMA Manager 2001	22	9	53
17.	Ducati World	16	19	51
18.	Submarine Commander	16	16	48
19.	Heart of Winter	14	15	43
20.	Rainbow 6 RS Plat	7	22	36

Total number of consumers who voted: **668**
Voting took place between: **February 17th & February 23rd**

Scoring System: *Two points for every consumer voting a title as his/her first choice purchase, one point for every second choice*

GamesDomain

ConsumerWatch is published by MCV in association with Games Domain. For more information about Games Domain contact Nick DiCesare (sales@gamesdomain.com) or Richard Sutcliffe (rs@gamesdomain.com). Tel: 0121 326 0900

Q Do magazine game reviews influence your buying decisions?
Yes: 64% **No:** 36%

USING THE specialist press has long been the best way for publishers to attract the attention of the games-playing public.

So it must be something of a relief to see that, despite falling ABCs, magazine publishers acquiring each other and some closures, the majority of consumers still rely on the written word when it comes to deciding which games to buy.

The specialist mags provide an important service for publishers and public.

However, things like word of mouth can also do much to aid the performance of a game. And, of course, even if a game gets a bad review, who's to say the consumer won't like it anyway? At the end of the day, it does come down to personal choice and opinion. The games reviewer is expressing his or her particular opinion, and this is rarely the same as all of the games playing community.

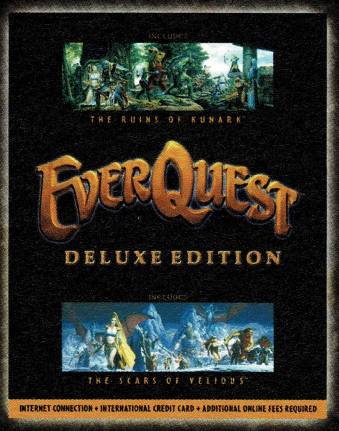
People have preferences for all sorts of things – some prefer action/adventure epics, while others choose to dabble a bit with Millionaire, or go rallying with Colin McRae.

The specialist press provides a valuable service for both publishers and consumers. Purchasers are still the ones making the final decisions, but many of them like to consult with the experts along the way.

Samantha Loveday

EverQuest™

DELUXE EDITION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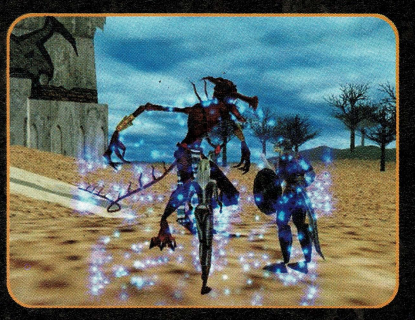

The benchmark Massively Multiplayer On-line Role Playing Game EverQuest™ continues its success in Europe with the release of the EverQuest™ Deluxe Edition.

EverQuest™ is a true game phenomenom ! With over 500.000 units sold worldwide, and a dedicated installed player base of 150.000 plus daily, EverQuest™ has set and then broken all records in its genre. With the release of the EverQuest™ Deluxe Edition it will now be possible to get in one pack a collection of the whole line of titles which were released since EverQuest™ was launched in Europe including some special items for both newcomers and dedicated EverQuest™ fans.

EverQuest™ Deluxe Edition includes:

The original EverQuest™ game in an improved version plus...

- over 300.000 active subscribers worldwide
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- chosen Game of the year in 1999 by Gamespot
- various dedicated EverQuest™ guilds and communities all over 'the World'

...the Ruins of Kunark™ expansion pack,...

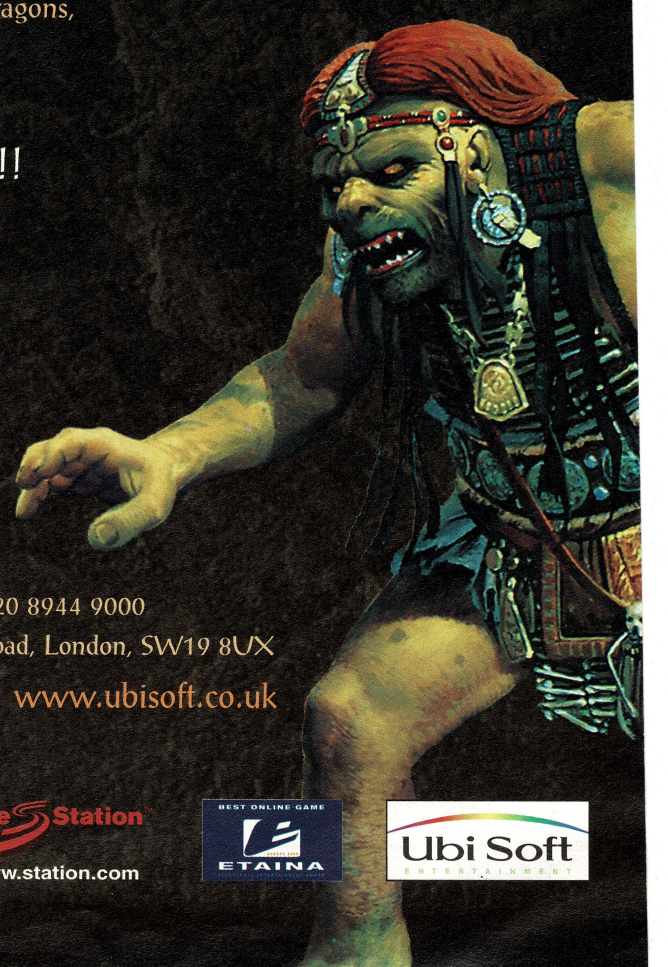
- The continent Kunark providing more than 30% more virtual gaming space to the original EverQuest™ world
- A new playable race: the Iksar (Lizardman)
- Ability for players to exceed the level 50 character limit

... the Scars of Velious™ expansion pack...

- New frozen continent "Velious"
- More than 16 new advanced adventure zones including: ice caves, crystal caverns, crypts, dungeons and frozen towers.
- A new cast of visually stunning non-player characters including Frost Giants, Ice Dragons, Snow Orcs, Cave Bears, Snowfang Gnolls, Storm Giants and vivious Ottermen.
- New graphics with three times the amount of polygons and larger textures

... and special items for beginners and EverQuest™ fans!!!

- Special Figurine of the Iksar (Lizardman)
- Strategy Guide
- EverQuest™ poster
- Paper Map of the whole EverQuest™ World



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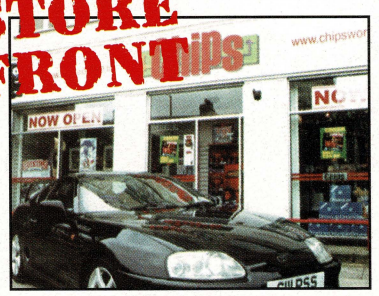
STORE FRONT



Chips

Middlesborough

CHIPS was established by Nick Agar and Don McCabe in 1985. Back then it was a small games shop in Middlesborough. Since then the number of stores has increased to seven across the UK, one of which is a franchise.

According to co-founder Don McCabe, the mini chain prides itself on being able to offer the Mega Drive as well as the PS2. The entire chain stocks 8-bit and 16-bit systems, as well as Neo Geo, Saturn, PSOne, N64, Dreamcast, PC and PS2. New and secondhand software is available, whilst the firm also provides a large number of US and Japanese imports.

"Whilst the High Street will supply the latest formats it is often impossible to get hold of older hardware and software," McCabe explains. "We hold on to all formats and provide a good, all-round stock. Customers know that whatever they are looking for, they can find it in Chips."

The firm is also dedicated to keeping the atmosphere of its stores friendly, open and non-elitist. "The stores are all bright and cheerful, not dark and full of hardcore gamers hogging the pods," adds McCabe. "It's important to keep the shops open to all sectors and look after our customers."

The Buyers Guide

Name: Steve Staniland
Title: Trading Manager Visual Media and E-Commerce
Company: VSHOP
Age: 32

Career Summary: Four-year degree in Business Studies to 1991, then joined Entertainment UK as market analyst in 1991 for two years. Promoted to games buyer in 1993 and then film buyer – video in 1995. Been at VShop/Our Price for exactly two years and in the current position since early 1999.

Responsibilities: Managing product managers for Video, DVD and Console Games. Also managing the product offer on Kiosks and assessing how to take this USP for VShop forward.

Tips for Suppliers: "VShop offers marketing opportunities for games that nobody else can in terms of Plasma screens in-store and the window. It is important to support these to get moving images of your PlayStation games in 97 High Streets across the country."

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Hamleys remains an indie

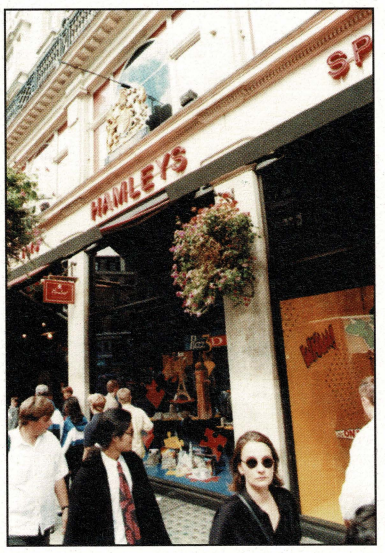
The UK's most famous toy retailer has ended discussions with third parties about selling out

by Samantha Loveday

TOY RETAILER Hamleys is to stay independent, having ended all discussions over a possible sale of the company.

The Board had received interest from several parties, however there were no firm offers or any at a price level that would be in the interests of the shareholders.

The Regent Street branch has recently been trading strongly and the company has made 'encouraging' progress in evolving Hamleys from a single store into a branded multi-channel retailer. The reach of the brand has been extended significantly through catalogues, the Internet, telephone and other media.



Window of opportunity for Hamleys

However, there have been some changes to the Hamleys board. David Fogel has stepped down as director of Hamleys and is to join the United Overseas Group. John Watkinson has been promoted to chief operating officer for the group, with responsibility for buying as well as store operations.

Simon Burke has relinquished the position of chief executive, although he will remain as executive chairman, while Ian Parker has joined the board as finance director.

Trio join the ID team

INTERNATIONAL Displays, the display equipment manufacturer for music and games retailers, has expanded its sales team with a number of new appointments. Carl Jenkin has joined the company as sales director after a career in computing and sales. Gary Thornley joins as field sales rep, after working as a designer for a POS equipment company. Finally, administrative back-up for the sales team and the co-ordination of customer care will be provided by sales office manager Caroline Ginger. The trio will join the sales team, which is headed up by founder and managing partner Brian Jones.

Vision races on with promos

INDIE retailer Vision Games joined forces with Team PlayStation for a recent Moto GP event, and also got to give its customers a glimpse of the eagerly awaited Gran Turismo 3.

The event included various Moto GP competitions, with prizes including PS2 games, vouchers and accessories. In addition, Vision Games become the first retailer in Great Britain to feature in-store Gran Turismo 3.

Manager Chris Kenwright said: "The curiosity regarding GT3 has been apparent for a long time, but the interest we had in Moto GP and GT3 was amazing. Everybody that played the games was engrossed by the taxing gameplay and superb graphics. When GT3 is released in June, it's definitely going to be one of the best sellers of 2001."

Independent retailer holds a race day for customers

High Street pricing activity continues

EVEN though Half Term is now behind us, a number of High Street retailers are continuing to ramp up games promotions.

Woolworths is currently running a special promotion on chart games, whereby if consumers buy any two, they will save £10. The promotion covers all formats, including PlayStation, Nintendo 64, Dreamcast and Game Boy.

Meanwhile, HMV is continuing to offer selected PlayStation games for £5.99 on its dedicated website. Titles included in the promotion are Tomb Raider 3, Spec Ops: Ranger Elite, Rally Masters, Army Men: Air Attack, Tomb Raider 2 and Soul Reaver: Legacy of Kain.

Finally, VShop is offering PSOne titles from £25 and PS2 games from £39. Good sellers for the chain at the moment include Final Fantasy 9 and Moto GP.

Talking Shop

Increasing consumer confidence in PS2

FOR THE first time since the arrival of PS2 we seem to be nearing a situation where retail has sufficient stock to satisfy demand. A great situation to be in, yet I can't help wondering how the lack of quality releases will affect the market.

Will we shortly see numerous titles bundled with the console basically giving the games away free, as we have seen with Dreamcast? What perception does this give about the value of PS2 games?

The most hyped game at present is Konami's Z.O.E. simply because it includes a playable demo of MGS2. Well if that's all it takes should Sony not be looking to include teasing playable code of true triple-A titles (GT3, The Getaway, MGS2 etc.) inside every box?

Maybe the most ingenious way of growing the installed base is to convince consumers that they are purchasing a *games* console!

Increasing the visibility of these hardware drivers would surely ensure that all consumers (not simply those that read Edge) undestand that the PS2 is capable of so much more than merely listening to Ridley Scott's commentary on Gladiator...

Martyn Gibbs, HMV

Games Rental Chart

choices VIDEO

Source: Choices Video

Choices games rental chart week ending 23rd February 2001

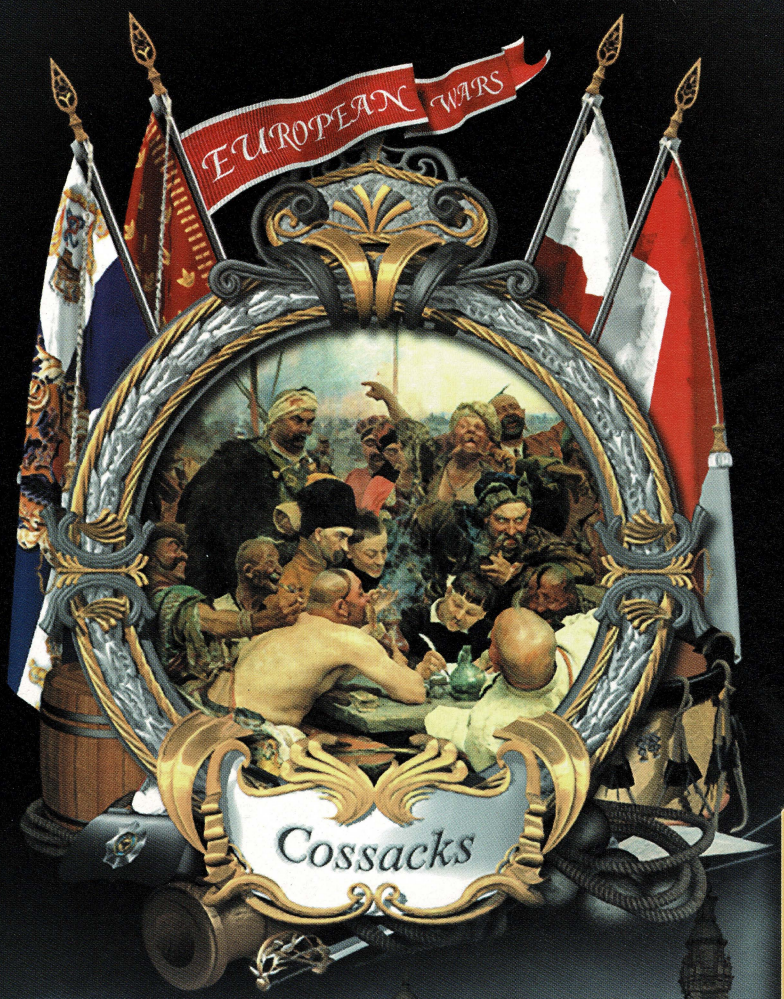
1 **Final Fantasy IX** PSX

2	WWF Smackdown 2	PSX
3	Driver 2	PSX
4	Who Wants To Be A Millionaire	PSX
5	Colin McRae 2	PSX
6	Spiderman	PSX
7	Medal of Honour - Underground	PSX
8	Moto GP	PSX
9	Emperors New Groove	PSX
10	The World Is Not Enough	PSX

For more information go to www.choicesvideo.co.uk or call 01733 231231

Cossacks

- European Wars



The Beginning of a New Era...

Cossacks: European Wars is a Real Time Strategy game of truly epic proportions. Based on historical events that took place during the 16th-18th centuries in Europe, it's your chance to take part in grand, historic battles, fighting it out between 16 nations and with over 8000 units.

FEATURES:

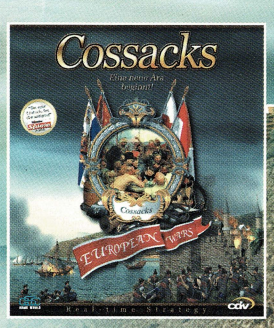
• Up to 8000 individual units incorporating a fully functional 3D landscape. • 16 rival nations with their own original graphics, unique economic and technical development differences. • More than 85 real historical large scale wars and battles. • A huge technological hierarchy of more than 300 upgrades. • Unlimited variety of tactical and strategic methods of land or sea war against the enemy.

• Up to 7 players in Multiplayer mode (Internet/LAN).

COSSACKS: EUROPEAN WARS SOLD 100,000 COPIES IN RUSSIA IN JUST 2 DAYS!!!!

MARKETING ACTIVITY INCLUDES:

- PR campaign covering all the specialist, non-specialist and vertical press.
- Press advertising campaign covering all the specialist and vertical press.
- Online advertising campaign.
- Direct mail campaigns to specifically targeted RTS owners.
- Direct mail campaigns to historical wargamers.
- Viral marketing campaign.
- A Cossacks pre-launch preview tour
- Trade marketing materials available, including posters and 6ft standees.



30th March 2001
www.cossacks.com

"Cossacks does more than walk - it dances. In fact, it's soon to dance a cheeky tango of RTS brilliance across your screens."
March 2001 PCZONE

"For some bizarre reason we've happily accepted maximum combined forces of as few as 250 units for some time now, but Cossacks promises to blow a cannonball-sized hole in that tradition."
Mar 2001 PCGAMER

"Cossacks looks like it may be the game to topple Age of Kings from its lofty perch"
Mar 2001 STRATEGY PLAYER

"Cossacks looks like being everything you could wish for in an RTS: beautifully detailed, graphically smooth and put together with intelligence and a respect for history."
Mar 2001 PCZONE

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Get ready for the most Revolutionary RTS of the year.

DVD Release Planner

March 5th		
Shaft	18	Warner
Airplane	15	Paramount
Blues Brothers	15	Warner
North by Northwest	PG	Warner
March 12th		
The Cell	18	Enter In Video
Scary Movie	18	Buena Vista
X Men	15	Fox
Friends Series 7	15	Warner Bros.
Cliffhanger	15	Carlton
Farscape 2	12	Contender
March 19th		
GI Jane	15	Columbia
Battlestar Gallactica	PG	Columbia
Prince of Egypt	U	Polygram
Antz	U	Polygram
Battle of the Planets	U	Disc
Chaplin	15	Polygram
March 26th		
Independence Day	15	Fox
Galaxy Quest	15	Polygram
This Life: Series One	18	BBC
Lawrence of Arabia	15	Columbia
Hollow Man	18	Columbia
Dinosaur	U	Buena Vista
April 2nd		
Billy Elliot	15	Columbia
Total Recall	18	Carlton
Arnie Boxset	18	Carlton
The Sweeney	15	Pearson
Cult Kids	U	Pearson
April 9th		
Titan AE	U	Fox
O Brother Where Art...	15	Carlton
Nutty Prof: The Klumps	15	Columbia
The Sound of Music	U	Fox
North by Northwest	U	Warner Bros.

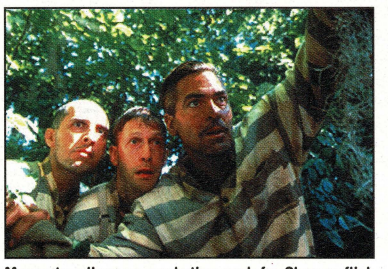
Momentum builds for Brother

Major marketing campaign planned for latest Clooney blockbuster, headed by former Epic exec

by Matt Camp

MOMENTUM PICTURES has revealed that it will back the forthcoming DVD release of its Oscar-nominated O Brother, Where Art Thou? with a huge PR blitz.

The George Clooney movie is released on the digital format on April 6th and Momentum has recruited the talents of its new video product manager Mylene Halsall to promote the disc. Halsall was formerly at Epic Records/Sony Music.



Momentum lines up marketing push for Clooney flick

Interviews with George Clooney are being planned, while a covermount with the latest issue of DVD Monthly and a competition via Empire Online are scheduled. Cross promotions with Fish hair products and TV ads on Channel 4 and E4 completes the push.

The DVD will carry an RRP of £19.99 and contain trailers, interactive menus, cast and crew interviews, TV spots and subtitles.

DVD Chart Sales

Source: MRIB

1 Braveheart
15
20th Century Fox

2. Gladiator	15	Universal
3. Rocky Horror	15	Fox Video
4. U-571	12	EV
5. The Patriot	15	Columbia Tristar
6. The Green Mile	18	VVL
7. Buzz: Star Command	U	Buena Vista
8. M:I-2	15	Paramount
9. American Beauty	18	Universal
10. Chicken Run	U	Pathé

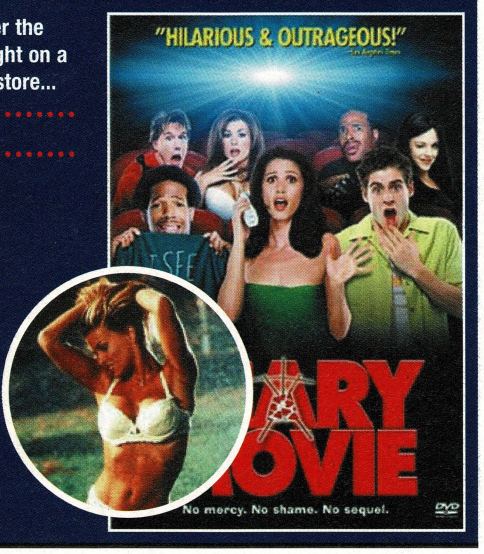
mrib
entertainment industry research consultants

Recommended DVD

As thousands of new outlets enter the DVD market, MCV puts the spotlight on a release likely to perform well in-store...

Scary Movie

Distributor: Buena Vista
Price: £19.99
Release Date: March 12th
Certificate: '18'
Buyer's Tip: The movie which parodies many box office hits including The Matrix, I Know What You Did Last Summer, Blair Witch and most obviously, the Scream trilogy arrives on DVD. The disc is packed with additional features including deleted scenes, cast biography and picture gallery.



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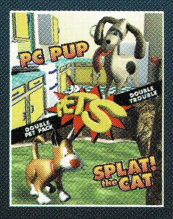
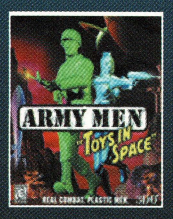
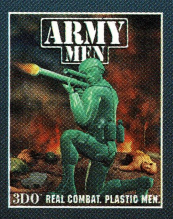
DVD PACKAGED GAMES THAT LOOK AND PLAY LIKE FULL PRICE!



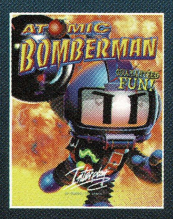
3D PETS VOLUME 1



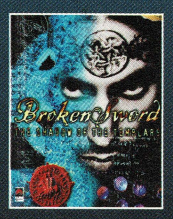
ARMY MEN - TOYS IN SPACE



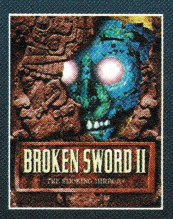
ARMY MEN



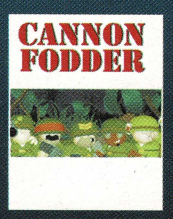
ATOMIC BOMBERMAN



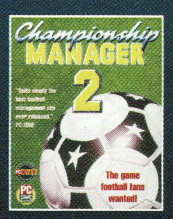
BROKEN SWORD



BROKEN SWORD 2



CANNON FODDER



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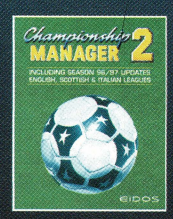
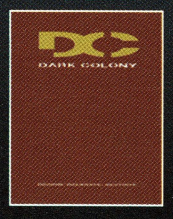
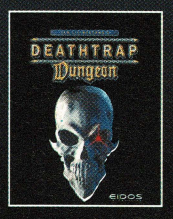


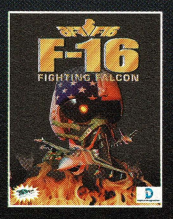
CHAMPIONSHIP MANAGER 2 96/97



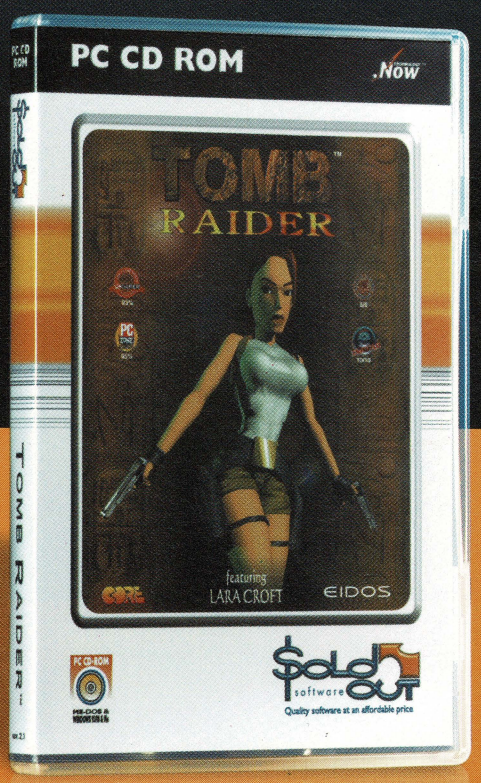
DARK COLONY

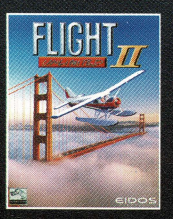


DEATHTRAP DUNGEON

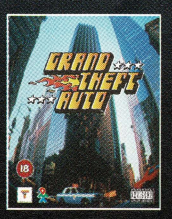


F16 FIGHTING FALCON



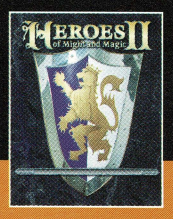


FLIGHT UNLIMITED 2

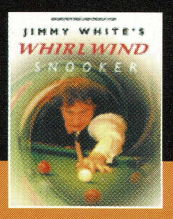


GRAND THEFT AUTO

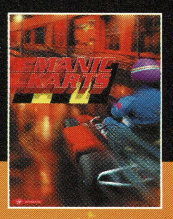
GTA - LONDON



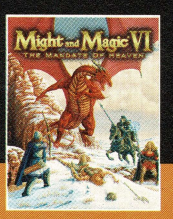
HEROES OF MIGHT AND MAGIC 2



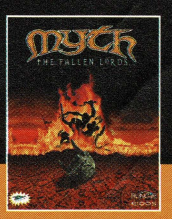
JIMMY WHITE'S SNOOKER



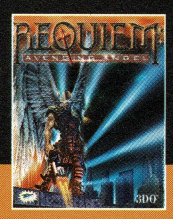
MANIC KARTS FOR WINDOWS



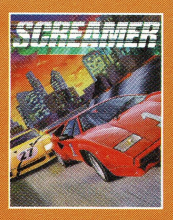
MIGHT & MAGIC VI



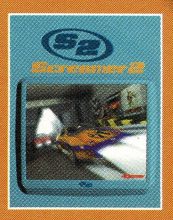
MYTH - THE FALLEN LORDS



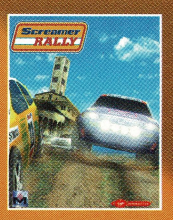
REQUIEM AVENGING ANGEL



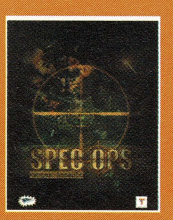
SCREAMER



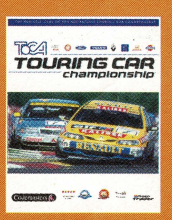
SCREAMER 2



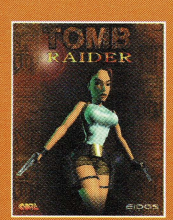
SCREAMER RALLY



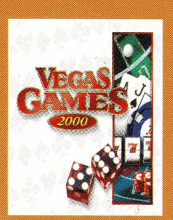
SPEC OPS



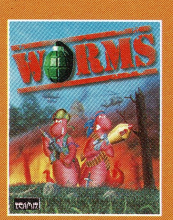
TOCA - TOURING CAR CHAMPIONSHIP



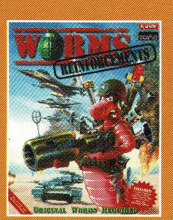
TOMB RAIDER



VEGAS GAMES 2000

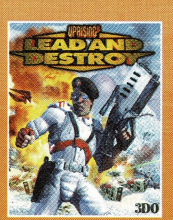


WORMS

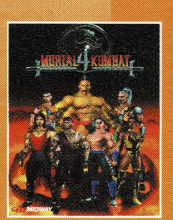


WORMS UNITED

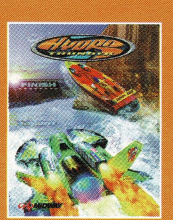
MICRO MACHINES V3



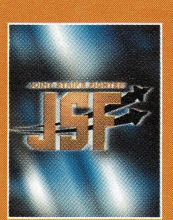
UPRISING 2



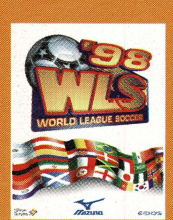
MORTAL COMBAT 4



HYDRO THUNDER



JOINT STRIKE FIGHTER



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BOL books a new games strategy

Entertainment ecommerce giant adds software to its mix ● Broadband distribution now planned

by Matt Camp

ONLINE retailer Bol.com has opened a dedicated games portal and is already looking towards broadband digital distribution.

Best known for its range of books, videos and music, the firm is hoping that its games shop will increase its profile as the premier e-tailer of entertainment products.

The new site offers discounted titles for all formats.

Entertainment site has added games to the mix

"It was a natural progression for us to stock interactive entertainment. And whilst we have a dedicated team of gaming experts we are not a specialist games retailer. We would hope to attract a wider audience rather than a niche hardcore gaming consumer," games and software director Tony Prescott told MCV.

"Broadband is still a little way off but this is very much an important area for us. We plan to be at the forefront of this and offer a service where consumers can download games."

New strategy for Gamerweb

GAMERWEB has unveiled a new business strategy which sees the firm offer gaming content to businesses worldwide.

Gamecontent 2.1 is a business to business program that provides game news, reviews and features, eliminating the need for third parties to establish editorial departments. The content can be branded and tailored specifically to a firm's requirements, including specific formats and news angles.

"It's more cost effective and less hassle to invest in Gamecontent 2.1, than it is to attempt to build your own editorial team," explained CEO Adam Doree.

nGame bolsters WAP

NGAME has launched a range of 'pick up and play' WAP games. Designed with the casual gamer in mind, Carrier Force is a maritime strategy game, Dragon Army an action shooter and Chop Suey Kung Fu is a martial arts fighter. All are available now for download via the Freeserve home page or the Orange WAP service. "nGame is constantly developing new content for the wireless Internet, 3G devices and iTV," said CEO John Brimacombe. "Our 'nanogames' fulfil this brief and provide the ideal mobile entertainment for players without time to devote to our strategy games."

Site Watch...Disney Interactive

www.disney.co.uk/disneyinteractive/ The online portal of the software publisher is a bright and clearly laid-out site designed specifically with children in mind.

The site is divided into several sections including existing software titles, future products and online games.

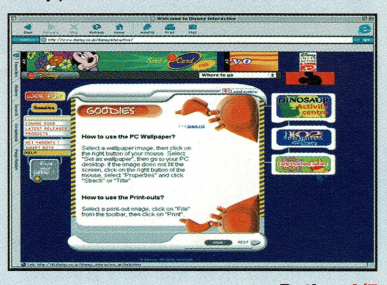
It contains detailed information on all of the firm's software available on all their various formats. Some of the firm's key products such as Dinosaur Activity Centre have dedicated hot links that provide detailed product info and screen shots, as well as some rather cool Flash-based games that feature the stars of the films and games.

The site also contains a parent's area which rather smartly provides information regarding the firm's products and content.

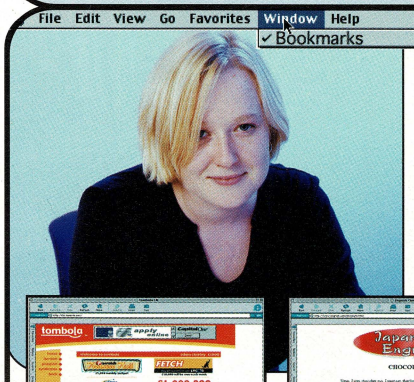
Topics include the philosophies behind products, their educational elements, as well as an extensive feature on the importance of interactive educational programs for children.

Like all of Disney's websites there is a menu and numerous clickpoints to link to other Disney urls, creating a solid network and, thankfully for parents, a very safe environment.

Disney provides a safe environment for children



Rating 4/5



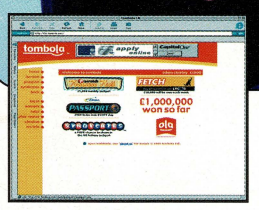
Bookmarks: Anna Thompson

Brand Manager, 3DO Europe

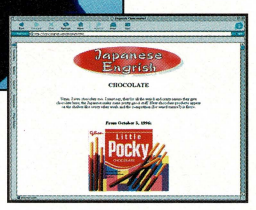
www.tombola.co.uk A free gambling site filled with opportunities to win money. Games include a lottery syndicate and a scratch card game. I probably like this so much because I've just won £1,250 from it.

www.engrish.com I love badly translated signs, especially when the meaning becomes distorted. This site brings excellent Japanese examples to your desktop. It's all lost in the translation. My Fannie kitchen towel is a very good example.

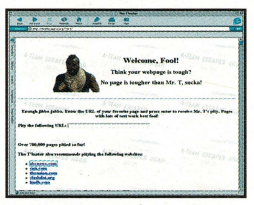
http://firefly.sparse.org/~mrt/ Jewellery and chains galore. This is one website in a number of excellent Mr. T websites. It turns any site into Mr. T's website by replacing photos with those of Mr. T and adapting text to include such phrases as 'damn fool' and 'I ain't getting in no plane'. A classic.



www.tombola.co.uk



www.engrish.com



http://firefly.sparse.org/~mrt/

ONLINE

Dot Comment

David Kelly is general manager of ZD Net's GameSpot UK...

Eye on the target

TWO MONTHS in and 2001 is already a rollercoaster year. Xbox slips in Europe, Dreamcast is canned in its current form and goes sub-£100 at retail. And Sony lets slip news of PS3, for reasons I'm sure I don't understand. At least PS2s are now more freely available at retail.

So it's all pretty grim then? Well, I don't think so. The fundamentals are still great. More and more people are playing interactive entertainment, on ever more compelling platforms. They haven't gone away; they're all still out there. At least, our current readership suggests that.

Great games still sell and FFIX is proof of that. PS2 software sales look pretty healthy to me for so early in the format's life. And if money is going to be a bit tight this year, then it just gets more important to make the marketing cash work harder and smarter.

Which is another way of saying that targeting is key. This first year of PS2 is the year of the early adopter and the evangeliser. Though you may think I'm not an impartial observer here - which is probably true - there's no doubt in my mind where the biggest audiences of actively purchasing high spending savvy gamers are. They're online.

And the advent of new kinds of online Messaging Units capable of carrying rich brand messages mean that whatever your marketing team's creative ambitions, they can now be conveyed in equally compelling ways, yet with far greater precision than with other media.

David Kelly

Net Prominence: Publishers

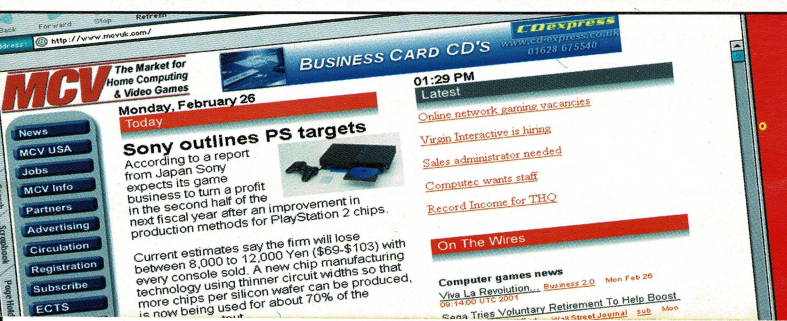
Source: GameCampaign — Internet publicity tracking for the games industry – www.gamecampaign.com

This chart shows the coverage given to publishers on videogame websites and is expressed as a percentage of the total number of websites. It provides a good indication as to which publishers have the best chance of gaining global recognition for their brand identity.

TM	LM	Company	Coverage
1	(1)	Microsoft	74%
2	(2)	Sony	62%
3	(3)	Nintendo	59%
4	(5)	Electronic Arts	56%
5	(4)	Sega	56%
6	(6)	Sierra	51%
7	(7)	SCi	46%
8	(12)	Virgin	46%
9	(8)	Activision	44%
10	(9)	Blizzard	42%
11	(15)	Disney	42%
12	(ne)	Infogrames	41%
13	(11)	Acclaim	41%
14	(13)	Interplay	40%
15	(14)	Id Software	40%

For more chart information go to www.gamecampaign.com or call 01225 442600.

gamecampaign
you don't know what you're missing


MCV
The Market for Home Computing & Video Games
Monday, February 26
Today
Sony outlines PS targets
According to a report from Japan Sony expects its game business to turn a profit in the second half of the next fiscal year after an improvement in production methods for PlayStation 2 chips.
Current estimates say the firm will lose between 8,000 to 12,000 Yen ($69-$103) with every console sold. A new chip manufacturing technology using thinner circuit widths so that more chips per silicon wafer can be produced, is now being used for about 70% of the
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01:29 PM
Latest
Online network gaming vacancies
Virgin Interactive is hiring
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FROM WALL STREET TO DAILY RADAR... IT'S ALL HERE MCVMEDIA

THE NEW

Its relationship with THE Games was an undoubted success, but now, with Game Boy Advance looming and even Game Cube on the horizon, Nintendo is stepping up its attack on the UK, spearheaded by a brand new UK team and with strong support from the Euro HQ. Dave Roberts does the introductions....

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0207 833 58 58

Advance Warning

The main event of 2001, and the first major challenge for the all-new Nintendo UK, will be the launch of Game Boy Advance.

It hits Japan on March 31st, available in three casing colours, namely violet, white and blue. So far, four first party launch titles have been confirmed: Super Mario Advance, Kuru Kuru Kururin, F-Zero and Napoleon.

Several other games are in development, including Mario Kart Advance, Game Boy Wars, Magical Vacation, Fire Emblem, Tactics Ogre, Golden Sun and Wario Land 4.

The handheld will hit the States on June 15th. No official UK launch date has been announced as yet, but the new team is working towards a simultaneous introduction with the US.

It has also announced that it expects 2001 hardware sales of 750,000 plus software sales of 900,000 in the UK.

Nintendo's new UK HQ in glorious Chertsey - open for business as of today (March 1st), with a new team in place and new challenges ahead

TODAY (MARCH 1ST) sees the start of a new era for Nintendo in the UK. In fact, it marks the start of Nintendo in the UK.

Previously THE Games has done a sterling job on the manufacturer's behalf, but it was always constrained by its status as a distributor. Now, with Sony providing the toughest possible competition, Nintendo knows it's time to fight its own battles, particularly with the Game Boy Advance launch to co-ordinate this summer and GameCube on the horizon... okay, maybe the distant horizon.

The formation of a UK operation also sees the introduction of new trading terms, including selling direct to accounts of all sizes – providing they pay in Euros (with a minimum order level of E350).

For those that don't meet the criteria, Nintendo is opting for an open distribution model, with Gem the first firm to sign up the range.

And it's not just distribution that has had the shackles taken off. UK boss Andy Williams has already pledged to work towards a more "open" relationship with all sectors of the trade, "focusing on products that retailers want to stock and consumers want to buy and making sure they get sufficient amounts when they need them".

WIILIAMS (SEATED) AND GOSEN: Looking to establish a more open relationship with UK retail

European managing director David Gosen adds: "The UK is viewed as a major market and very important to us. It's worth 25 per cent in value of our European business."

NINTENDO

UK Sales Forecasts - 2001

Game Boy Color
Hardware – 450,000 Units
Software – 2,175,000 Units

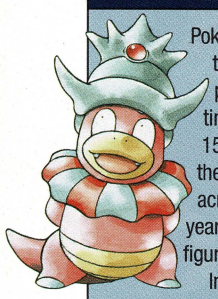
Nintendo 64
Hardware – 25,000 Units
Software – 216,000 Units

Release Schedule (Game Boy Color)

Title	Street Date	Rumble Pak	GB Printer	Transfer Pak	No. of Players
Pocket Soccer	09/03	No	No	No	1-2
Little Mermaid 2: Pinball Frenzy	09/03	Yes	Yes	No	1-4
Mickey's Speedway USA	23/03	No	Yes	Yes	1-2
Pokémon Gold	06/04	No	Yes	TBC	1-2
Pokémon Silver	06/04	No	Yes	TBC	1-2
Alice in Wonderland	20/04	No	Yes	No	1-2
Pokémon Puzzle Challenge	08/06	TBC	TBC	TBC	TBC
Zelda: Mystical Seed of Wisdom	29/06	TBC	TBC	TBC	TBC
Zelda: Mystical Seed of Power	29/06	TBC	TBC	TBC	TBC

Strong support for Game Boy Colour continues

Pokémon Strikes Again



Pokémon has been perhaps the surprise gaming phenomenon of recent times.

15 million games based on the franchise have been sold across Europe within the last year and a half. Globally the figure is around 50 million.

In the UK alone, sales of the Red and Blue versions have already topped one million.

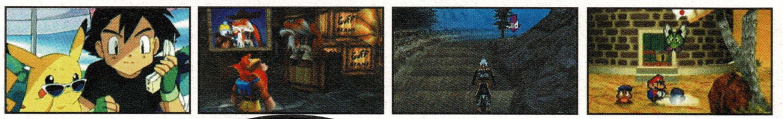
Gold and Silver hit Britain on April 6th. 550,000 units (225K of each) will be shipped to retail within the first two weeks. Nintendo is predicting UK retail sales of over one million units by Christmas.

As you'd expect, it's being heavily marketed with a TV campaign kicking off on March 5th and running through until the end of May. There will also be outdoor posters and press ads.

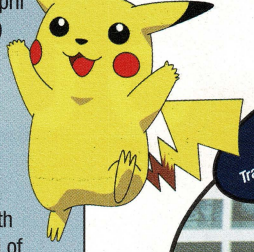
Plus, for all you film buffs out there, the third Pokémon movie opens in cinemas this summer. Oh joy.

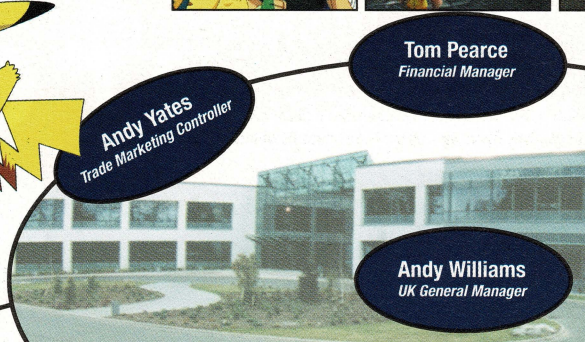
Release Schedule (N64)

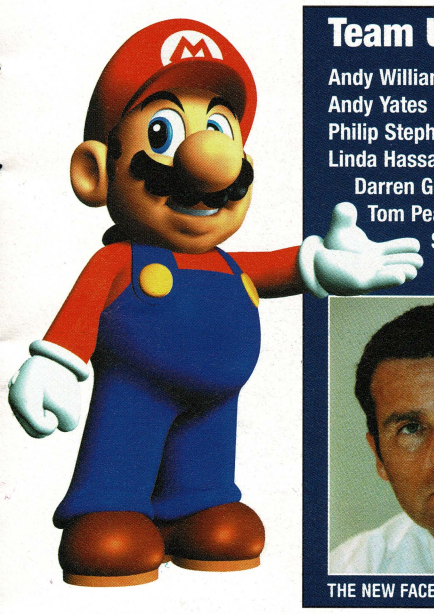
Title	Street Date	Exp. Pak	Rumble Pak	Transfer Pak	No. of Players
Pokémon Puzzle League	09/03	No	No	No	1-2
Banjo Tooie	13/04	No	Yes	No	1-4
Excitebike	08/06	Compatible	Yes	No	1-4
Kirby 64: The Crystal Shards	July	No	Yes	No	1-4
Paper Mario	September	TBC	Yes	No	1
Pokémon Stadium 2	October	TBC	TBC	Yes	TBC
Mario Party 3	November	TBC	TBC	No	1-4



The N64 line-up has been slimmed down, but a number of key titles are arriving this year

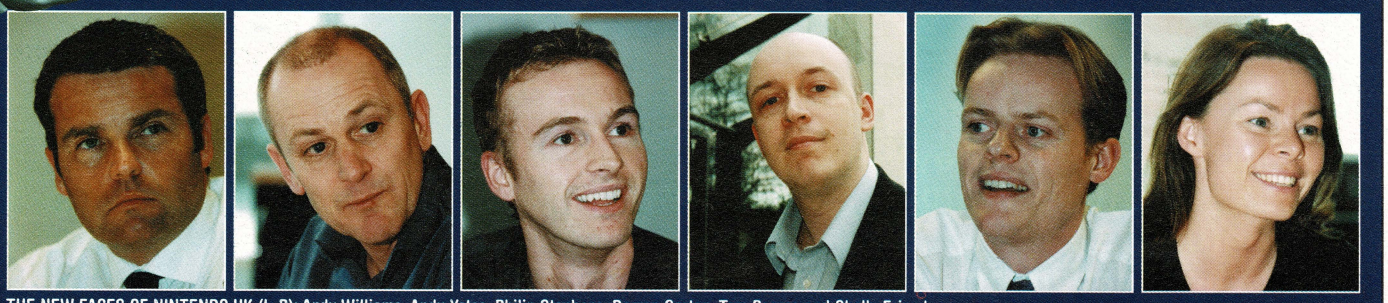






Team UK

Andy Williams .....UK General Manager
Andy Yates .....Trade Marketing Controller
Philip Stephens .....Trade Marketing Manager
Linda Hassall .....National Account Controller
Darren Gorton .....National Account Manager
Tom Pearce .....Financial Manager
Shelly Friend .....Head of PR Europe (also responsible for the UK)
Franco De-Cesare .....Head of Marketing Europe (also responsible for the UK)



THE NEW FACES OF NINTENDO UK (L-R): Andy Williams, Andy Yates, Philip Stephens, Darren Gorton, Tom Pearce and Shelly Friend

With clients like these we're not playing around

3DO
Acclaim
BAM Entertainment Ltd
Cake Media
Eidos Interactive
EON Digital Entertainment
Hasbro
Havas
Konami Amusement Of Europe
Lego
Microsoft
Pure Entertainment
Rebellion
SCi

Babel Media specialises in games.
And that's all we do.

That's why our clients know where to come to when they need localisation and testing expertise. And because we deliver on time to the highest quality, they keep coming back.

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PHONE: +44(0)1273 764100
FAX:+44(0)1273 732278
E-MAIL: ben@babelmedia.com
www.babelmedia.com

BABEL

LOCAL HEROES

Although an unsung corner of the industry, localisation companies provide a vital service to interactive entertainment publishers and developers. Samantha Loveday highlights some of the leading international outfits currently operating in the sector…

Absolute Quality

0141 341 5600

Absolute Quality claims to be one of the world's leading testing and multi-lingual support services within the industry.

The firm has created a European network of localisation companies specialising in the games industry, with access to extensive translation resources in the UK, France, Germany, Spain, Italy and other territories further afield.

Services provided by Absolute Quality include glossary creation, proof reading, song adaptation, plus graphic design, programming and compilation.

All in the Game

01704 233464

All in the Game casts and produces professional character actors and singers of all nationalities, whilst also arranging all text localisation for non-English speaking projects.

Recent games credits include Lotus Challenge (Virgin), Driver 2 (Infogrames) and Who Wants To Be A Millionaire? (Eidos).

The firm offers full casting and voice production services and boasts voices for all types of software including games, educational titles and multimedia products.

Babel Media

01273 764102

Clients of Babel include Microsoft, Electronic Arts, Eidos, Sony, 3DO, Acclaim, Codemasters, EON and SCi.

Full localisation services are available including graphics, programming, audio and animation, as well as translation services. Babel currently covers a wide range of languages including French, Italian, Czech, Brazilian and Japanese.

Babel has the facilities to design, produce, publish and maintain online content in a variety of languages.

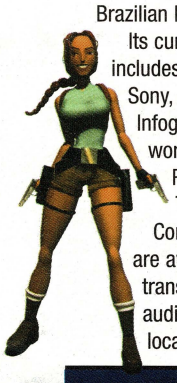
DL Multimedia

+34 91 533 1741

DL started offering European Portuguese last year and has this year introduced Brazilian Portuguese into its portfolio.

Its current list of customers includes Havas Interactive, Sega, Sony, Activision, Ubi Soft and Infogrames, with the firm having worked on such titles as Tomb Raider, Quake and Alone In The Dark 4.

Complete localisation packages are available, including translations and adaptation, audio recording, graphics localisation and creation.



Egomaniacs

0207 739 5442

Initially, Ego was created to serve the online games community. However the firm's scope is now much wider.

The latest addition to the company's service roster is the delivery of a fully administrable and localised white label gaming solution. The language for the site can be pre-set and, if a gaming portal has users of differing nationalities, then different areas of the site can be set to the relevant language.

Intac

0207 903 5345

Intac has provided both publishers and developers in Japan with a wide range of multi-lingual services for over 10 years.

The firm established its London base in September 2000 to provide European clients with its services. Key objectives for 2001 include establishing Intac firmly into Europe.

Games credits include Silent Hill, Metal Gear Solid and Tekken.

Intac worked with Konami on localising Metal Gear Solid

Lighthouse Media

01933 461070

Lighthouse Media is able to supply a range of translation and localisation services to all sectors of the interactive entertainment industry.

Lighthouse provides translation and localisation into most languages, localisation of web design, content and copy, editorial copywriting, corporate identity and packaging.

Oku Studio

+39 02 2630 6405

Oku Studio's core business is cultural localisation, translation and adaptation of any part of a multimedia CD-ROM.

The firm has also been localising magazines for Future Media Italy in the multimedia, Internet, computer games and technologies fields since 1997.

Havas, Europress and The Learning Company have all used Oku's services.

Onevoice Network

0207 490 1323

The Onevoice Network is an alliance of leading specialist marketing agencies, which are dedicated to providing a pan European, native localisation, full marketing and communications client service to the games business.

The network is made up of Bastion (UK), 4-Real Intermedia (Germany), Vpcom (France), Free Message (Italy) and Baikolloff Wright Consultancy (Australia and New Zealand).

4 Real Intermedia in particular offers localisation of PC CD-ROM and console games for the German market.

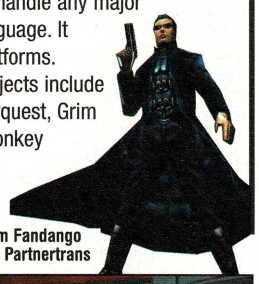
Partnertrans

+49 2163 987 560

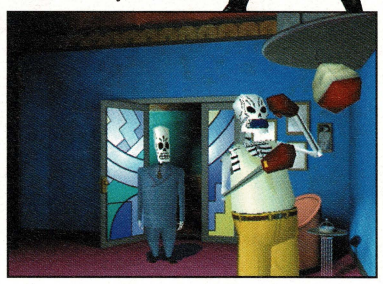
Partnertrans specialises in all aspects of entertainment software localisation.

The company specialises in English to German, but it also has the necessary resources to handle any major European language. It covers all platforms.

Recent projects include Deus Ex, Everquest, Grim Fandango, Monkey Island 3 and Rogue Spear.



Deus Ex and Grim Fandango were handled by Partnertrans



Quoted

+55 11 3735 4271

Brazilian firm Quoted has worked with a number of companies including Electronic Arts Brazil, Infogrames (France and Brazil) and Mattel Brazil.

Products handled recently include Le Mans, No One Lives Forever, V Rally 2 and Sim City 2000.

Quoted on average translates around 288,000 words per month.

Latin American specialist Quoted blasts in

SDI Media Group

0207 349 1280

SDI Media Group is a wholly owned subsidiary of the media conglomerate Modern Times Group.

The group has been providing localisation services in more than 35 languages to all areas of the entertainment industry for over 30 years. This includes subtitling, dubbing, voice over and text translations for TV, DVD, video, theatrical, the Internet and the games industry.

SDL International

01628 410100

SDL has the resources to design, develop and translate websites and software into all major languages. The company has 700 staff through 15 offices across Europe, Asia and the US.

It recently made two acquisitions – the localisation assets of Sykes Enterprises and the Automated Real Time Translation Division from Transparent Language.

Trans@

+33 1 30 88 29 85

The company translates games, software, including resource files, help files and manuals, CD-ROMs, technical manuals and training material.

Trans@ is keen to offer a global service to its customers and will translate material into several European languages. These include English, French, Italian, German and Swedish.

U-Trax Multi Media Localisations

+31 (0) 30 293 2098

U-Trax Multi Media moved into the localisation sector in 1997.

Main activities include the translation of on-screen text and audioscripts of games and multimedia titles, editing of press releases and websites, post production and editing of audio recordings, plus conducting localisation tests of software.

Clients include Electronic Arts, Infogrames, Microsoft and Nintendo.

Contacts

Absolute Quality	0141 341 5600
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DL Multimedia	+34 91 533 1741
Egomaniacs	0207 739 5442
Intac	0207 903 5345
Lighthouse Media	01933 461070
Oku Studio	+39 02 2630 6405
Onevoice Network	0207 490 1323
Partnertrans	+49 2163 987 560
Quoted	+55 11 3735 4271
SDI Media Group	0207 349 1280
SDL International	01628 410100
Trans@	+33 1 30 88 29 85
U-Trax Multi Media	+31 (0) 30 293 2098

WAITING FOR PAY DAY

The Internet may be a valuable entertainment and information tool for consumers, but most businesses are still struggling to actually make money from the online medium - as many a fallen dotcom venture would testify. Hi2's Anthony Brennan looks at the problems of getting cash out of the Net...

TO MANY people the Internet is the ultimate sweetshop, and they have been locked in. There is literally no limit to the amount of free stuff that's available, whether it's freeware, shareware, pirated, 'shared', MP3s, movie-clips, games, game demos, mpgs, avis, pics, gossip or porn.

This is the mentality that pervades: The Internet is free; an environment without regulation where the phone bill is your only cost; it's a lucky dip where you can get what you want.

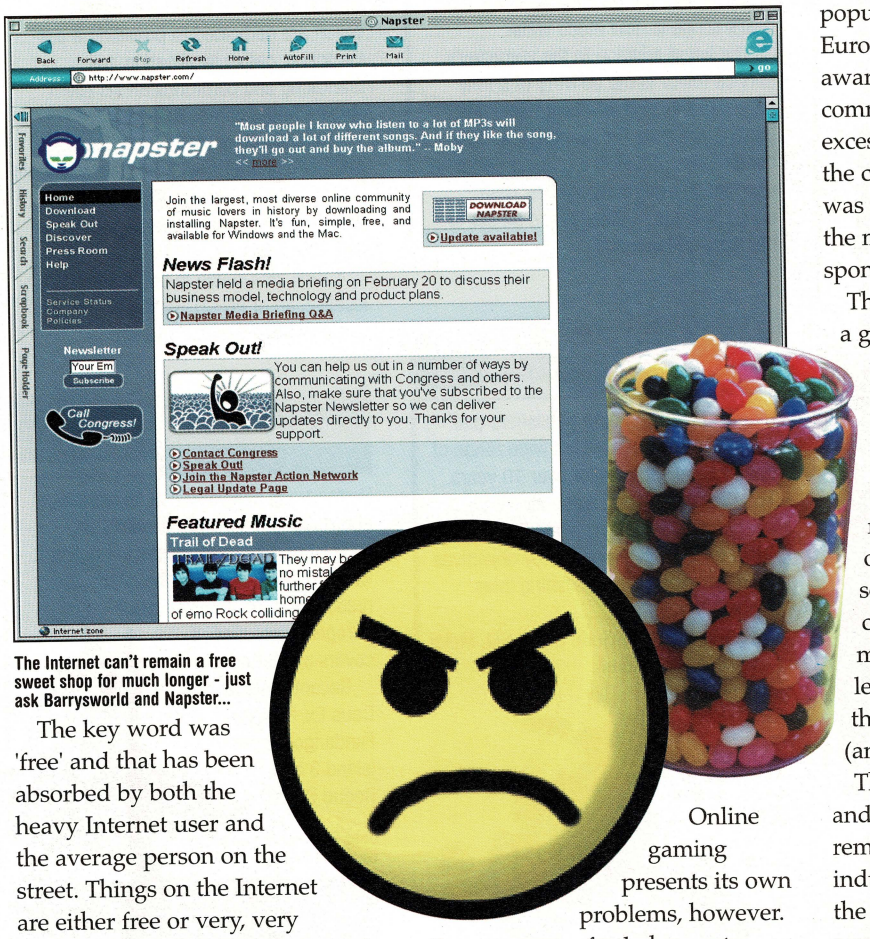
But now the Internet is being forced to go through a radical change very quickly. Many business models by pioneering dotcoms are being questioned and investors are getting impatient.

Two years ago, at the height of dotcom fever, investors were falling over themselves to pour millions into companies who quite cheerfully announced that they had no intention of making any profit for anything up to ten years.

However, without people prepared to put their money into such a new industry, then the Internet wouldn't have developed at anywhere near the speed it did.

Now investors want to see returns for their money relatively quickly, but back then it was a different story. In order to make people shop online, play online and, most importantly, stay online the new dotcoms did whatever they could to make people visit them. Mostly this involved freebies.

> ***Nowadays the investors want to see returns for their money relatively quickly.***


Napster
napster
"Most people I know who listen to a lot of MP3s will download a lot of different songs. And if they like the song, they'll go out and buy the album." -- Moby
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Press Room
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Napster Media Briefing Q&A
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Trail of Dead

The Internet can't remain a free sweet shop for much longer - just ask Barrysworld and Napster...

The key word was 'free' and that has been absorbed by both the heavy Internet user and the average person on the street. Things on the Internet are either free or very, very cheap. Except in reality they aren't. And this is why the industry has reached such a crossroads.

Napster has announced that it may charge a membership fee for its service. Famous as the *cause célèbre* of the free Internet, Napster has over 57 million members. Despite protests from record companies and legal action about royalty infringements, Napster continues to attract both membership and controversy. Bertelsmann (the media group that shocked the world by buying into the firm) is hoping to introduce a monthly fee of between $10 -$15.

But are people going to pay for access to Napster? The general consensus is that they will. If only five per cent stay, the monthly fee Napster can look forward to is approximately $29 million dollars, as well as the added revenue it will receive from record companies. All of a sudden Napster is no longer an underground service but a successful business.

Online gaming presents its own problems, however. Gamers are perfectly happy to spend money buying games, but how many are happy to part with their hard-earned cash to subscribe to playing online games?

Admittedly there are hundreds of thousands who pay to play persistent world titles and as these become more widespread then more people will pay.

Shop bought console and PC titles with online multiplayer capabilities are going to continue to increase in popularity and the demand for servers to host games is going to grow with them. But who pays for the servers? BarrysWorld provided just such a service. A forum for gamers to discuss tactics, meet people, form clans and host pages, as well as play in tournaments and competitions on BarrysWorld - all for free.

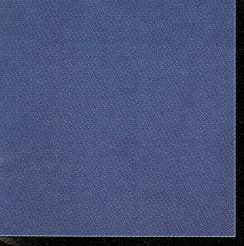
BarrysWorld has just gone into voluntary liquidation as the firm was unable to secure the next round of funding required, despite the fact that it was the most popular online gaming site in Europe with very strong brand awareness and a devoted community who numbered in excess of 300,000. Why? Because the cost of the service BarrysWorld was providing was far in excess of the money made through sponsorship and advertising.

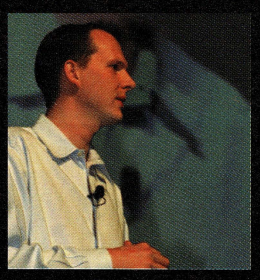
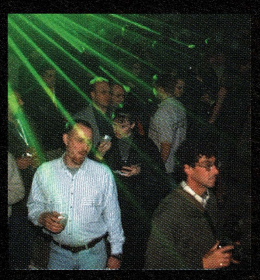
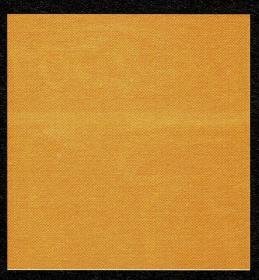
The bandwidth required to host a games server is enormous. And the cost of buying bandwidth to host these servers is the real reason BarrysWorld couldn't survive. To provide the excellent service they did required a lot of staff and a lot of hard work to keep the servers going, manage the community, post guides, manage clans, tournaments, leagues, the list goes on. But yet the gaming community expected (and some still expect) it for free.

There are aspects of the Internet and online gaming that should remain and always be free, but the industry needs to find a way to get the message across that paying for a service should make things better. Should you in the future pay a subscription fee to Hi2, for example, for the use of our servers, this would guarantee an excellent service, fast gameplay, a huge range of supported titles, reliable servers, no lag, tournaments with substantial prizes, official leagues and a host of other options. Using Broadway-API, our global network of servers, would mean that games are played up to three times faster than servers hosted on the public Internet making it the best online gaming experience available. Wouldn't that be worth £10 of any dedicated gamers money?

After all, we pay for film channels through digital TV so why not games channels through the Internet?

Hi2 Anthony Brennan is part of the Hi2 Editorial team. Visit www.hi2corp.com or www.hi2.com



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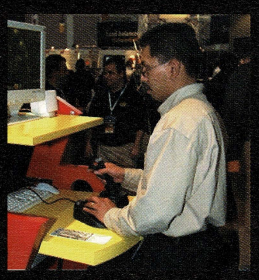
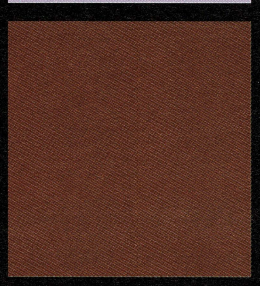
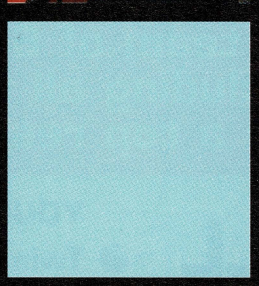

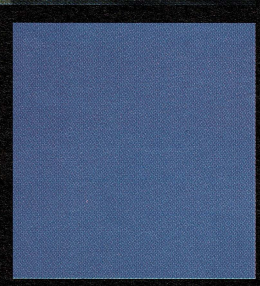
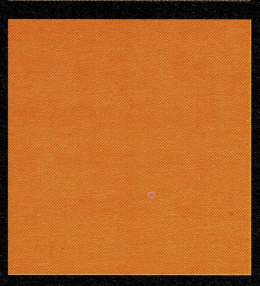
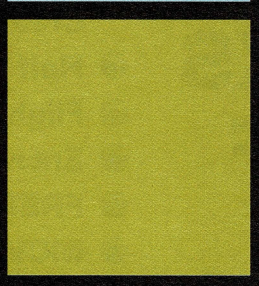

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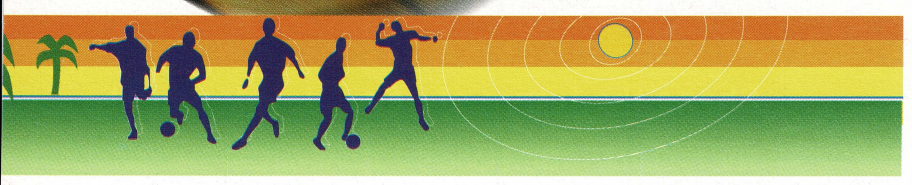

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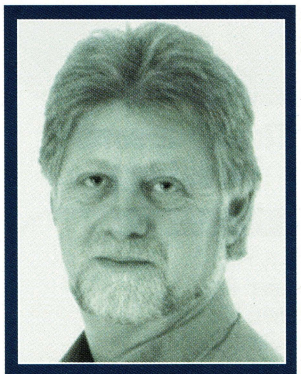
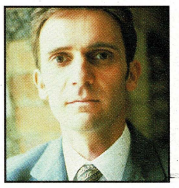
Pattison up, Johns & Crossley move

... plus Focus hires Maliphant, entertainment chain MVC sees management changes, Lee joins Criterion and Dickson heads for Microsoft

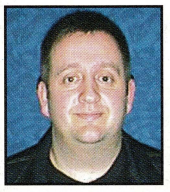


FOCUS MULTIMEDIA ☐ The Midlands-based budget software specialist has signed CHRIS MALIPHANT to strengthen its sales management team. Maliphant was formerly employed at The Learning Company.



MVC ☐ While it continues with its High Street attack via a heavyweight advertising campaign, MVC has made a number of key management changes. SIMON LEE (*above*), currently commercial and marketing controller, is leaving the firm at the end of the month. He is moving to fellow Kingfisher company Entertainment UK to take the role of trading controller of multimedia and books. TRICIA BRENNAN and MATT ROOKE have both been promoted to category controllers for video and new media and music respectively. Both Brennan and Rooke have assumed responsibilities which were previously undertaken by Lee.

INFOGRAMES ☐ The French publishing giant has appointed CATHERINE HEILBRON as head of marketing for the i-Family brand. She joins from iweb Technologies.

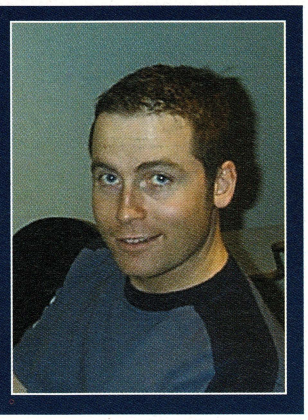


POINTSOFT ☐ The fast-growing French software publisher has appointed PETER KING as its UK sales manager. King formerly held a similar position at Mattel Interactive. Pointsoft will be launching software for the growing installed base of Palm Pilots, as well as a range of budget PC games at £4.99 in DVD-style packaging.

THQ ☐ With the departure of group marketing director COLIN BROWN, who leaves to pursue other interests, THQ's international brand management group has been re-structured.

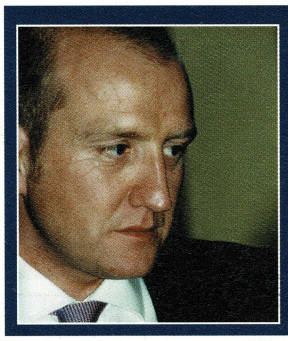
MICHAEL PATTISON (*right*) becomes the new head of the department, and welcomes two brand assistants. DARREN WILLIAMS joins from Hasbro, whilst SARAH NICHOLSON comes to THQ having formerly worked at Disney Interactive.

The restructure will enable THQ to concentrate exclusively on the brand management of its portfolio of licensed products including Nickelodeon, WWF, Warner Bros and Saban in all territories outside of North America. "Michael has played an integral part in the development of the brand group and I look forward to having him continue his good work," said THQ's senior VP of international publishing Tim Walsh.



MICROSOFT ☐ As the software giant continues to prepare for the launch of the Xbox console, it has recently appointed CLYDE DICKSON as its software operations manager for the UK office. Dickson was previously employed at Acclaim.

CRITERION ☐ The UK based Renderware developer has appointed CHRIS LEE as head of its European sales division.



HASBRO ☐ SPENCER CROSSLEY (*left*), head of licensing and OEM of the Infogrames-acquired Hasbro Interactive, is leaving the company to pursue new ventures. Crossley's role will be managed by head of business to business CATHERINE SIMON. The company has also recently signed up DAVID BLUNDELL as its product manager. Blundell previously held a similar position at Europress. Meanwhile, KATE JOHNS (*left*), Hasbro's PR manager has left the firm to set up a new PR agency.

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On The Radar

Forthcoming releases with above average sales potential...

March

MDK2 PS2 Virgin
One of the few 3D action games for the PlayStation 2. Looks great and retains the weird sense of fun.

Daytona USA 2001 DC Sega
The classic arcade racing game is given a smart 128-bit make-over and full online gaming support.

Sonic Shuffle DC Sega
The title boasts Jet Set Radio visuals and a large selection of mini-games all hosted by the hedgehog.

Zelda - Seeds GBC Nintendo
At long last, the hugely popular RPG series returns to the Game Boy Colour in a brand new adventure.

Banjo-Tooie N64 Nintendo
The stars of one of the most popular platformers on the N64 finally returns in this top-notch sequel.

Summer 2001

Pokemon G&S GBC Nintendo
Pokemon returns to the Game Boy Colour with Gold and Silver editions. Far superior than Red and Blue.

18 Wheeler DC Sega
The star of this racing game is a massive articulated lorry, making for an unusual take on the genre.

Gran Turismo 3 PS2 Sony
The anticipated sequel contains the gameplay of both PSOne titles, but next-gen FMV quality graphics.

Black and White PC/DC EA
The long-awaited God sim that just may be well worth the wait. Should be a massive success.

Head Hunter DC Sega
Another ambitious adventure title from Sega set in LA featuring a cool, motorbike riding protagonist.

Silent Hill 2 PS2 Konami
The David Lynch-inspired horror game is made more disturbing thanks to shockingly real visuals.

Sonic Adventure 2 DC Sega
The eagerly awaited sequel promises to be faster, larger and even better looking than the original.

Wipeout Fusion PS2 Sony
The stylish and futuristic racer arrives on the PS2 with FMV-style graphics and intricate track design.

Crazy Taxi 2 DC Sega
Sega's arcade game is given a well deserved sequel. More of the same in a New York setting.

Contacts

3DO Europe	0207 761 9300
Acclaim	0207 344 5000
Activision	01895 456700
CDV Software	020 8880 4152
Codemasters	01926 814132
Crucial Ent.	0161 941 1110
Cryo Interactive	0121 250 5070
Disney Interactive	0207 734 1133
Eidos Interactive	0208 636 3000
Electronic Arts	01932 450000
Empire	0208 343 7337
EON Digital	0700 436 6344
Hasbro Interactive	0208 569 1234
Havas Interactive	0118 920 9100
Infogrames	0208 222 9700
Interplay	0207 551 0000
JVC	0207 240 3121
Konami	0208 582 5573
Lego Media	0208 600 7200
Microids	0208 901 7326
Microsoft	0870 601 0100
Midas Interactive	01223 522000
Midway	0207 938 4488
Nintendo	01932 895390
NovaLogic	0207 405 1777
SCI	0207 585308
Sega	0208 995 3399
Sold Out	0207 928 3993
Sony	0207 533 1400
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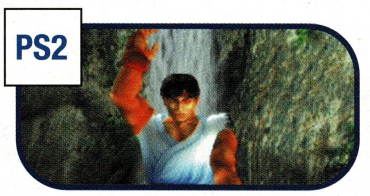
THQ	01483 767656
Titus	0207 551 0000
TLC	01293 651300
Ubi Soft	0208 944 9000
Virgin Interactive	0207 551 0000

ORDER TIPS

Unreal Tournament arrives on the PS2 format next month, along with Capcom's latest Street Fighter offering. Meanwhile, Fox rolls out The Simpsons Wrestling for the original PlayStation...



Street Fighter Ex 3

GENERAL INFORMATION
Genre: Fighting
Developer: Capcom
Publisher: Capcom
Street date: March 2
Estimated street price: £39.99

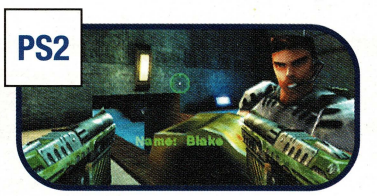
PRODUCT INFORMATION
A launch title for the PS2 in Japan, this latest edition in the Street Fighter series has been updated for the UK launch. There are now additional game modes and hidden extras. Looks a dream, too.

2 player | 3+ | L | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
Not a Tekken Tag killer but it will certainly appeal to PS2-owning beat 'em up fans. Should do quite well.



Unreal Tournament

GENERAL INFORMATION
Genre: Action
Developer: Infogrames
Publisher: Infogrames
Street date: March 21
Estimated street price: £39.99

PRODUCT INFORMATION
The highly-rated FPS arrives on the PlayStation 2 with hi-res, super silky graphics and a great selection of game modes. No keyboard/mouse support. Dual Shock 2 has been tweaked to perfection.

4 player | 15+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
A great looking title that could knock TimeSplitters off its throne as best PS2 FPS. A strong licence and huge game.

The Simpsons Wrestling

GENERAL INFORMATION
Genre: Action
Developer: Fox
Publisher: EA
Street date: March 23
Estimated street price: £29.99

PRODUCT INFORMATION
The first Simpsons game on PSOne could easily have been a standard platformer so it is refreshing to see this Springfield take on wrestling. All the characters are here and so is the Groening humour.

2 player | 3+ | L | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✗
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
This long overdue PSX debut will sell loads thanks to huge popularity of the show. Another big hit from Fox.

Sim City UK Edition

GENERAL INFORMATION
Genre: Management Sim
Developer: Maxis
Publisher: EA
Street date: March 23
Estimated street price: £29.99

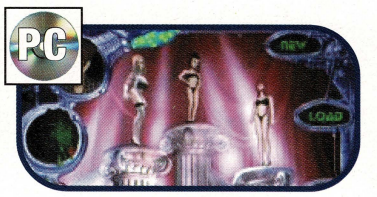
PRODUCT INFORMATION
The hugely successful Sim City series is updated to include UK buildings and landmarks. Players can now maintain such structures as a classic pub, a shopping centre and St. Paul's

1 player | 11+ | L | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
This latest edition will appeal to the hardcore fans of the series as well as newcomers wanting a challenge.



Panty Raider

GENERAL INFORMATION
Genre: Action
Developer: Simon & Schulster
Publisher: JoWood
Street date: March 16
Estimated street price: £14.99

PRODUCT INFORMATION
Aliens are threatening to destroy the world if the lead playable character does not take pictures of girls in their pants. More likely to appeal to fans of female flesh rather than hardened gamers.

1 player | 18+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
Not the classiest game on the shelf, but it could well appeal to single, lonely males or as a 'novelty buy'.

Project Justice

GENERAL INFORMATION
Genre: Fighting
Developer: Capcom
Publisher: Virgin
Street date: March 16
Estimated street price: £39.99

PRODUCT INFORMATION
Another beat 'em up from Capcom, this is the third title in the Rival School series. The game is very Japanese in style with unusual characters, extravagent combos and a convoluted storyline. Great fun.

2 player | 3+ | FP

MARKETING SUPPORT

TV	✗	IN-STORE	✓
RADIO	✗	DIRECT	✗
CINEMA	✗	ONLINE	✓
PRINT	✓	OUTDOOR	✗

SALES POTENTIAL
Project Justice is similar to Fighting Vipers 2. It may prove to be just too odd for UK tastes, which is a shame.

PLANET DISTRIBUTION
PlayStation nu-gen. PC CD-ROM KEMCO SEGA NINTENDO64 MADCATZ VideoLogic PHILIPS DVD VIDEO COLUMBIA TRISTAR HOME VIDEO Buena Vista Home Entertainment PLANET DVD BANDAI
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Undying screams into retail

A big week for Electronic Arts as the firm's new horror action game, **Clive Barker's Undying** arrives, along with the eagerly anticipated **Knockout Kings 2001** for the PlayStation 2 format...

	Title	Format	Genre	Publisher	Telephone	Distributor	Release Date	Developer
NEXT FRIDAY	Clive Barker's Undying	PC	Action	EA	01932 450000	Pinnacle	March 9th	EA Games
	Darkstone	PSX	Action	EA	01932 450000	Pinnacle	March 9th	EA Games
	Dragon Tales: Dragon Seek	PSX	Action	Ubi Soft	0208 944 9000	Pinnacle	March 9th	Ubi Soft
	Elmo in Grouchland	GBC	Action	Ubi Soft	0208 944 9000	Pinnacle	March 9th	NewKidCo.
	Elmo's 123	GBC	Action	Ubi Soft	0208 944 9000	Pinnacle	March 9th	NewKidCo.
	Elmo's ABC	GBC	Action	Ubi Soft	0208 944 9000	Pinnacle	March 9th	NewKidCo.
	Flipper and Lokapa	GBC	Action	Ubi Soft	0208 944 9000	Pinnacle	March 9th	Ubi Soft
	Giant Killers 2	PC	Strategy	Online	0208 591 1125	Pinnacle	March 9th	AAA Games
	Jimmy White 2	PSX	Sport	Virgin	0207 551 0000	Open	March 9th	Virgin
	Knockout Kings 2001	PS2	Sport	EA	01932 450000	Pinnacle	March 9th	EA Sports
	Lion King 2	PSX/GBC	Action	Activision	01895 456700	Centresoft	March 9th	Disney
	Little Mermaid 2	GBC	Action	Nintendo	01932 895966	Nintendo	March 9th	Nintendo
	N'Gen	PSX	Racing	Infogrames	0208 222 9700	Open	March 9th	Infogames
	Pocket Soccer	GBC	Sport	Nintendo	01932 895866	Nintendo	March 9th	Nintendo
	Rox	GBC	Puzzle	Virgin	0207 551 0000	Open	March 9th	Swing
	Sonic Shuffle	DC	Action	Sega	0208 995 3399	Gem	March 9th	Sega
	Submarine Commander	PSX	Action	Virgin	0207 551 0000	Open	March 9th	Virgin
FROM MARCH 16TH	747-400 Pro	PC	Flight Sim	Just Flight	01494 511103	Open	March 16th	Just Flight
	Duke Nukem Land of Babes	PSX	Action	Take 2	01753 854444	JoAG	March 16th	3D Realms
	Everquest Deluxe	PC	RPG	Ubi Soft	0208 944 9000	Pinnacle	March 16th	Ubi Soft
	Evil Island	PC	Action	Ubi Soft	0208 944 9000	Pinnacle	March 16th	Ubi Soft
	Freestyler Scooter	PSX	Racing	Ubi Soft	0208 944 9000	Pinnacle	March 16th	Ubi Soft
	Jeckyll and Hyde	PC	Action	Infogrames	0208 222 9700	Open	March 16th	Cryo
	Kasparov	PSX	Action	Virgin	0207 551 0000	Open	March 16th	Virgin
	LmA Manager 2001	PSX	Sport	Codemasters	01926 814132	Centresoft	Match 16th	Codemasters
	Pompeii	PC	Action	Infogrames	0208 222 9700	Open	March 16th	Cryo
	Project Justice	DC	Action	Virgin	0207 551 0000	Open	March 16th	Virgin
	Swiv	GBC	Action	SCi	0207 585308	Pinnacle	March 16th	SCi
	Worms World Party	DC/PC	Strategy	Virgin	0207 551 0000	Open	March 16th	Team 17
	Harley Davidson	PSX	Racing	Infogrames	0208 222 9700	Open	March 21st	Infogrames
	Unreal Tournament	PS2	Action	Infogrames	0208 222 9700	Open	March 21st	Infogrames
	Armored Core 2	PS2	Action	Ubi Soft	0208 944 9000	Pinnacle	March 23rd	Ubi Soft
	Battle For Naboo	PC	Action	Activision	01895456700	Centresoft	March 23rd	LucasArts
	Dukes of Hazzard 2	PSX	Racing	Ubi Soft	0208 944 9000	Pinnacle	March 23rd	SouthPeak
	Evergrace	PS2	RPG	Ubi Soft	0208 944 9000	Pinnacle	March 23rd	From Software
	F1 Racing Championship	PS2	Racing	Video System	0161 955 4402	Pinnacle	March 23rd	Ubi Soft
	Kiss Pinball	PSX	Sim	Take 2	01753 854444	JoAG	March 23rd	Wildfire
	Serious Sam	PC	Action	Take 2	01753 854444	JoAG	March 23rd	Croteam
	Sim City UK Edition	PC	Strategy	EA	01932 450000	Pinnacle	March 23rd	EA Games
	Simpsons Wrestling	PSX	Action	EA	01932 450000	Pinnacle	March 23rd	Fox
	Starfighter	PS2	Action	Activision	01895 456700	Centresoft	March 23rd	LucasArts
	Summoner	PS2	Action	Infogrames	0208 222 9700	Open	March 23rd	THQ
	Tech Deck Skateboarding	GBC	Sport	Activision	01895 456700	Centresoft	March 23rd	Activision
	The Sims	PC	Strategy	EA	01932 450000	Pinnacle	March 23rd	EA Games
	Toy Story Racer	PSX/GBC	Racing	Activision	01895 456700	Centresoft	March 23rd	Disney
	Tweenies Game Time	PSX	Action	BBC Worldwide	020 8433 2945	Pinnacle	March 23rd	BBC

Home Software

An at-a-glance guide to new education, reference, lifestyle and utility PC titles on their way to retail...

BBC.....*www.bbcmultimedia.com*

☎ 0208 433 2945

Tweenies - Game Time	March 30th
Bill and Ben	April 6th
Tweenies - Music Time	November

Havas ..... *sierra-online.co.uk*

☎ 0118 920 9100

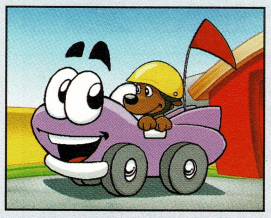
Pre-school Compilation Pack	March 23
Adi Complete	March
Master Cook	March
Print Artist 45k	March
Print Artist 202k	March

Humongous...

infogrames.com/humongous

☎ 0208 582 5573

Putt-Putt Enters Race	March 16
Freddie Fish - Hogfish	March 16
Pajama Sam 1	March 16
Spy Fox - Assembly	March 16
Putt-Putt Travels	June
Freddie Fish Conch Shell	June
Pajama Sam Thunder	June
Spy Fox	June



Koch ..... *kochdistribution.com*

☎ 0800 169 1341

Antz	March 2nd
Felix the Cat	March 2nd

TLC ..... *thelearningcompany.com*

☎ 01293 651300

PokeRom 2: Articuno	March
PokeRom 2: Zapdos	March
PokeRom 2: Moltres	March
PokeRom 2: Hoothoot	March
PokeRom 2: Ledyba	March
PokeRom 2: Togepi	March
PokeRom 2: Marill	March
PokeRom 2: Slowking	March

TDK ..... *www.tdk.com*

☎ 001908 575600

Miss Spider's Tea Party	April
Happy Birthday Maisy	April
Land Before Time (PSX)	May

Tivola ..... *www.tivola.com*

☎ 01908 617746

Max & The Magician	March
Oscar Flies Into the Mountain	March
Jennifer is Missing	March
Robinson Crusoe	June 29
Sim Sala Grimm	June 29
Millie and the Doctor	June 29
The Mouse 2	June 29

Freddie arrives from Humongous

Verdict

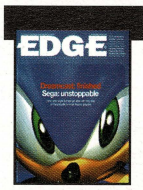
Shadow of Memories

Due: **March 30th**
Format: **PlayStation 2**
Genre: **Action**
Publisher: **Konami**
Tel: **0208 582 5573**

Games Master

"A thoughtful unique title that has its moments but never sticks around for long or gives you enough to do to be gripping"

74%



Edge

"There's something missing at Shadow of Memories' heart. The feeling pervades that you're watching mannequins playing out roles."

4/10

CVG

"SoM arrives like a breath of fresh air in an abatoir. A brilliantly conceived, wonderfully executed game. You really won't find anything better on PS2."

5/5

RETAILGUIDE

A-Z

747-400 Pro	March 16th
Armored Core 2	March 23rd
Battle For Naboo	March 23rd
Clive Barker's Undying	March 9th
Darkstone	March 9th
Dragon Tales: Dragon Seek	March 9th
Duke Nukem Land of Babes	March 16th
Dukes of Hazzard 2	March 23rd
Elmo in Grouchland	March 9th
Elmo's 123	March 9th
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Little Mermaid 2	March 9th
LmA Manager 2001	Match 16th
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Pocket Soccer	March 9th
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Project Justice	March 16th
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Serious Sam	March 23rd
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Simpsons Wrestling	March 23rd
Sonic Shuffle	March 9th
Starfighter	March 23rd
Submarine Commander	March 9th
Summoner	March 23rd
Swiv	March 16th
Tech Deck Skateboarding	March 23rd
The Sims	March 23rd
Toy Story Racer	March 23rd
Tweenies Game Time	March 23rd
Unreal Tournament	March 21st
Worms World Party	March 16th

The Worms party on PC and Dreamcast this month

Competition

Mary Kate and Ashley make their debut on the Game Boy Colour this week with Pocket Planner. The cartridge from Acclaim turns a standard GBC into a fully-fledged personal organisers with mini-games and phone-dialing function.

MCV has a copy of the game to hand out to five lucky MCV readers. Just answer the question below and email it to us at mcvproduct@hotmail.com along with your full postal address.

How are Mary-Kate and Ashley related?

A. Twin sisters
B. Aunty and niece
C. Uncle and nephew

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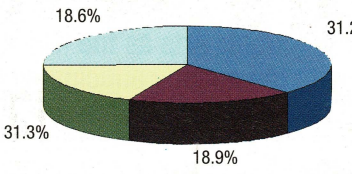
ALL FORMATS TOP 40

This Week	Last Week	Title	Label	Prima Guides*	Format
1	1	FINAL FANTASY IX	SQUARE EUROPE		PSX
2	2	WWTBA MILLIONAIRE	EIDOS		PSX, PC, DC
3	9	THEME PARK WORLD	EA	P	PSX, PS2, PC
4	7	BUZZ LIGHTYEAR STAR COM.	DISNEY/ACTIVISION		PSX, GBC, PC, DC
5	5	WWF SMACKDOWN 2	THQ	P	PSX
6	4	FIFA 2001	EA SPORTS		PSX, PS2, PC
7	6	RAYMAN	UBI SOFT		PSX, GBC, PC
8	NEW	PHANTASY STAR ONLINE	SEGA		DC
9	3	MOTO GP	NAMCO/SONY		PS2
10	16	CRASH TEAM RACING	SONY		PS2
11	14	COLIN MCRAE RALLY	CODEMASTERS		PSX, PC
12	13	SPYRO THE DRAGON 2	SONY		PSX
13	11	DRIVER 2	INFOGRAMES	P	PSX
14	15	CHAMP. MGR. SEASON 00/01	EIDOS	P	PC
15	34	READY 2 RUMBLE BOXING	MIDWAY	P	PSX, DC, GBC
16	12	THE WORLD IS NOT ENOUGH	MGM/EA	P	PSX
17	18	MEDAL OF HONOUR	EA		PSX
18	8	WU TANG: TASTE THE PAIN	ACTIVISION		PSX
19	23	TONY HAWK'S PRO SKATER 2	ACTIVISION		PSX
20	NEW	BLADE OF DARKNESS	CODEMASTERS		PC
21	19	DRIVER	INFOGRAMES		PSX, PC, GBC
22	10	SSX SNOWBOARD	EA		PS2
23	26	GRAN TURISMO 2	SONY		PSX
24	RE	FIFA '99	EA		PSX, PC
25	31	THE SIMS	EA/MAXIS	P	PC
26	22	TOY STORY 2	DISNEY/ACTIVISION		GBC, PSX PC
27	38	GRAND THEFT AUTO 2	TAKE 2/ EMPIRE	P	PSX, GBC, PC, DC
28	24	TOM CLANCY'S RAINBOW SIX	RED STORM/UBI SOFT	P	PSX, GBC, N64
29	29	ARMY MEN: LAND, SEA, AIR	3DO EUROPE		PSX
30	40	THE SIMS: LIVIN' IT UP	EA/MAXIS	P	PC
31	30	SPEC OPS: RANGER ELITE	TAKE 2		PSX
32	21	TIMESPLITTERS	EIDOS	P	PS2
33	25	TOMORROW NEVER DIES	EA	P	PSX
34	28	QUAKE II	ACTIVISION		N64, PSX, PC
35	33	POKEMON YELLOW	NINTENDO	P	GB
36	17	TEKKEN TAG TOURNAMENT	NAMCO/SONY		PS2
37	RE	TOY RACER	SEGA		DC
38	35	TOMB RAIDER: CHRONICLES	EIDOS	P	PSX
39	20	DELTA FORCE 3: LAND WARRIOR	NOVALOGIC		PC
40	RE	METAL GEAR SOLID	KONAMI		PSX, PC, GBC

Market Breakdown (Week ending February 24th)

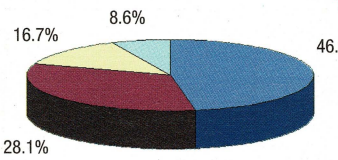
MARKET SHARE (UNITS)

TOTAL MARKET		% CHANGE
Full Price Console	31.2%	+24
Full Price Home Computer	18.6%	+17
Budget Console	18.9%	+22
Budget Home Computer	31.3%	+36
		+21



MARKET SHARE (VALUE)

TOTAL MARKET		% CHANGE
Full Price Console	46.6%	+19
Full Price Home Computer	16.7%	+15
Budget Console	8.6%	+18
Budget Home Computer	28.1%	+30
		+20



GAME TITLES A-Z

Title	Chart Position
Army Men: Land, Sea, Air	29
Blade Of Darkness	20
Buzz Lightyear Star Com.	4
Champ. Mgr. Season 00/01	14
Colin McRae Rally	11
Crash Team Racing	10
Delta Force 3: Land Warrior	39
Driver	21
Driver 2	13
FIFA 2001	6
FIFA 99	24
Final Fantasy IX	1
Gran Turismo 2	23
Grand Theft Auto 2	27
Medal Of Honour	17
Metal Gear Solid	40
Moto GP	9
Phantasy Star Online	8
Pokemon Yellow	35
Quake II	34
Rayman	7
Ready 2 Rumble Boxing	15
Spec Ops: Ranger Elite	31
Spyro The Dragon 2	12
SSX Snowboard	22
Tekken Tag Tournament	36
The Sims	25
The Sims: Livin' It Up	30
The World Is Not Enough	16
Theme Park World	3
Timesplitters	32
Tom Clancy's Rainbow Six	28
Tomb Raider: Chronicles	38
Tomorrow Never Dies	33
Tony Hawk's Pro Skater 2	19
Toy Racer	37
Toy Story 2	26
Wu Tang: Taste The Pain	18
WWF Smackdown 2	5
WWTBA Millionaire	2

Square Europe's Final Fantasy IX notched up another 32,000 sales last week, which could have generated some £1.3 million at retail - if certain chains hadn't chosen to discount the £39.99 title. Meanwhile, EA'sTheme Park World took the number three slot and the latest Buzz Lightyear offering from Disney/Activision climbed to number four.

ChartTrack ELSPA

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ChartTrack collects sales data from more than 4,000 UK outlets. Supporting retailers include Argos, Asda, Blockbuster, Comet, Currys, Dixons, Electronics Boutique, Game Ltd., HMV, John Menzies, MVC, Our Price, PC World, Staples, Tempo, Virgin, WH Smith, Woolworths and a small selection of independents

PLAYSTATION: FULL-PRICE

1. Final Fantasy IX	**Square**
2. WWF Smackdown 2	THQ
3. WWTBAM	Eidos
4. Driver 2	Infogrames
5. Buzz Lightyear: Star	Activision

PLAYSTATION 2

1. Moto GP	**Namco/Sony**
2. SSX: Snowboard	EA
3. Timesplitters	Eidos
4. FIFA 2001	EA
5. Tekken Tag Tournament	Sony

PC CD-ROM: FULL-PRICE

1. WWTBAM	**Eidos**
2. C.Manager 00/01	Eidos
3. Blade of Darkness	Codemasters
4. The Sims	EA
5. The Sims: Livin' It Up	EA

GAME BOY COLOUR

1. Buzz Lightyear	**Disney**
2. Pokemon Pinball	Nintendo
3. 102 Dalmations	Disney
4. Pokemon Trading	Nintendo
5. Super Mario Bros	Nintendo

PLAYSTATION: BUDGET

1. Theme Park World	**EA**
2. Rayman	Ubi Soft
3. Crash Team Racing	Sony
4. Colin McRae	Code Masters
5. Spyro The Dragon 2	Sony

DREAMCAST

1. Phantasy Star Online	**Sega**
2. Toy Racer	Sega
3. Sonic Adventure	Sega
4. MDK 2	Interplay/Virgin
5. Grandia II	Ubi Soft

PC CD-ROM: BUDGET

1. Age of Empires Gold	**Microsoft**
2. Theme Park World	EA
3. Sim City 3000	EA
4. Toca Touring Car	Codemasters
5. Sonic R	Empire

NINTENDO 64

1. Quake II	**Activision**
2. The World Is Not Enough	EA
3. Zelda: Majora's Mask	Nintendo
4. Zelda: Ocarina Of Time	Nintendo
5. Pokemon Snap	Nintendo

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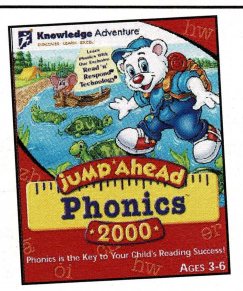

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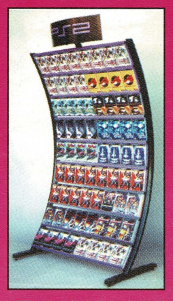

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DREAMCAST

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Readers' Lives

Andy Williams

General Manager, Nintendo UK

We know what they do from nine to five, but what do the movers and shakers of our industry get up to after hours? **MCV** finds out...

Favourite pop/rock artist?
Lenny Kravitz.

How do you like to relax?
A few quiet beers with friends.

What car do you drive?
The car is irrelevant, but I bought it in Europe and paid for it in Euros.

What's your favourite tipple?
Sancerre (chilled, in La Coupole, Paris).

Do you have a culinary speciality?
Beans on toast. It's very special.

What three words best describe you?
Short, friendly and short.

Greatest achievement to date?
Ask me that again once Nintendo UK has launched.

Most embarassing moment?
Trying to impress a girl by skidding across the dancefloor on my knees and burning two great big holes in the knees of my trousers. I was 32 at the time.

What luxury item could you really not live without?
A widescreen TV.

If you were stranded on a desert island, what two things would you need?
A good sense of humour and triple-ply toilet roll.

What football team do you support?
Cardiff FC.

What are your worst habits?
I'm selfish and I don't wash up.

Each week **MCV** surveys the thoughts of its readers on current issues in the interactive entertainment market...

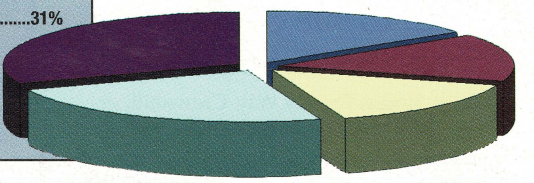
Jury Service

If you would like to sign up for Jury Service, email **lisa.foster@mcvuk.com**

How long will it be before mobile gaming (via mobile phones) becomes a vital sector within the industry?

Results

- It is already 15%
- Within 12 months 15%
- Within 24 months 15%
- Within 5 years 24%
- Never 31%



Source: MCV

Dave McCarthy, *Edge*
"It is already, in so far as the current crop of WAP games play an essential part in the re-education of handset users with regard to the way they use their phones and to pave the way for more advanced technologies."

Mark Wallace, *Fire International*
"The gaming experiences afforded by the WAP platform will be greatly enhanced and improved upon with the advent of GPRS and 3G, but these are the formative times for the industry."

Miles Jacobson, *Anglo Interactive*
"As someone who has a WAP phone, I can reveal that the majority of games are utter unplayable toss."

Alex Ford, *Just Flight*
"Never, ever. Total waste of money. Just a pathetic gimmick to sell phones."

Steve Takle, *Vizzavi*
"Vizzavi.co.uk already has ten very popular WAP games available that attract a lot of attention. This will only grow as the mobile service model develops over the coming months and with the forthcoming generations of mobile technology."

Tony Adams, *Tony Adams Associates*
"Mobile gaming is in its infancy right now. We have limited bandwidth, performance and black and white screens. But if you consider how basic games like Pong were compared to what we see today on a mobile device, I believe the ramp up time to mass market will be within the next 24 months."

David Bradley, *PC Format*
"As saturation grows, mobile phones are perfectly poised to be an easy-access medium for casual gamers. Another Christmas of WAP phone sales will solidify this position."

Peter Noble, *Noble PR*
"Without a shadow of a doubt, mobile gaming is the next big thing in portable entertainment. This is only the tip of the iceberg."

Ben Simpson, *Nicely Crafted Entertainment*
"It's all down to a different design approach. As soon as software developers understand the market and how it wants to play, it will happen."

Mark Ashton, *Creature Labs*
"Wih the roll-out of GPRS at the end of this year and 3G proper still not fully defined, I imagine the build up over the next year and a half will set mobile gaming up for the mass market it is aiming for."

Michael Powell, *Particle Systems*
"Within five years in Europe. In Japan it's already a significant factor due to NTT Docomo's system."

Daniel Griffiths, *Daily Radar*
"Within 24 months. By then the technology should be able to offer us something worth paying our 5p per minute for."

Archer McLean, *Awesome Developments*
"I reckon for it to become a 'vital' sector, you will be looking at at least two years or more. WAP is surrounded by a load of marketing hype that just doesn't stand up under use and the current phones aren't even capable of half a Game Boy's power."

Tony Bourne, *Wise Monkey*
"Does anyone else wonder where all the bandwidth for the 3G phones is going to come from? Anyone tried using a mobile in London between 4pm and 6pm?"

Forward Planner

Friday March 16th **Issue 127**
SPECIAL GDC ISSUE
15,000 print-run **Booth 2042**

GAMEDevelopers CONFERENCE 2001

MCV and sister publication Develop are heading off to GDC in San Jose, along with increased print-runs and our very own booth (2042). We will outline the likely highlights of this key event whilst also putting the spotlight on the UK studios that will be participating.

Friday March 23rd **Issue 128**
PROFIT BUILDER: KIDS' SOFTWARE
With Easter fast approaching, MCV focuses on the children's sector. We will help retail pick the best titles to stock up on. Send editorial information to Samantha.Loveday@mcvuk.com.

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MCV Media UK Limited is a subsidiary of Computec Media AG

MCV MEDIA

AUDITED CIRCULATION

July 1st to December 31st 2000 (25 issues)
Average Net Circulation: 10,336

January 1st to December 31st 2000 (50 issues)
Average Net Circulation: 9,902

Audit Issue: November 24th 2000
Total Net Circulation: 10,816

This is the UK & International edition of MCV, published every Friday.

ABC

SUBSCRIPTIONS

MCV is free to all UK retailers. But, due to our recent move towards extra distribution via the business press racks of leading newsagents, it is now impossible to provide a free copy to everyone who contacts us. Qualification criteria is available upon request.

UK £99 **Europe** £150 **Rest of World** £250
The international charge applies per subscription and covers airmail despatch of 50 issues.

To order your subscription via Visa, Mastercard, Switch or Delta contact **Hannah Short** on 01992 535647 or Hannah.Short@mcvuk.com

Printed by The Magazine Printing Company, Mollison Avenue, Enfield EN3 7NT

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PC gameplay
"...an incredibly challenging and unique strategy title that should delight the serious gamer."

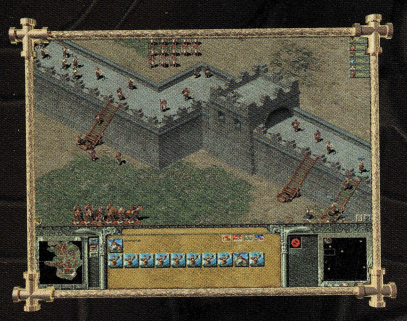
PC ZONE
"Like Age of Empires with knobs on."

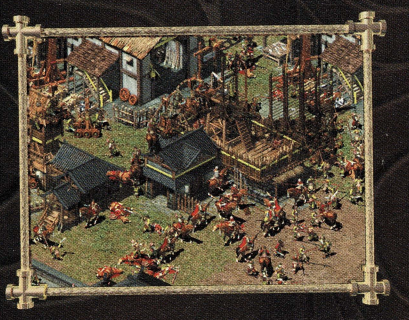
GAME OF DISTINCTION
PC GAMER

PC GAMER 86%
"Hectic and exciting."
"Many unique and interesting slants on the standard RTS theme."

PC FORMAT 87%
"...we could be looking at another Best War Game Ever."
" ...a cross between Age of Empires II and Shogun: Total War. Sound like a good mix to us..."

computer and video GAMES
"...this is going to be one to really get your teeth into...It's so compelling you'll find yourself learning without even knowing it."
"Age of Empires faces Oriental challenger."





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